

# REAL FOOD

**WHY  
ACT  
NOW**

**Doesn't Have a Label**

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**WHY  
ACT  
NOW**

# REAL FOOD

Has anyone ever told you that you should mind the label on the side of that package?

<b>Nutrition Facts</b>			
Serving Size ½ cup (114g)			
Servings Per Container 4			
Amount Per Serving			
<b>Calories</b> 90	Calories from Fat 30		
% Daily Value*			
<b>Total Fat</b> 3g	<b>5%</b>		
Saturated Fat 0g	<b>0%</b>		
<b>Cholesterol</b> 0mg	<b>0%</b>		
<b>Sodium</b> 300mg	<b>13%</b>		
<b>Total Carbohydrate</b> 13g	<b>4%</b>		
Dietary Fiber 3g	<b>12%</b>		
Sugars 3g			
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 caloric 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
Calories per gram:			
Fat 9 • Carbohydrate 4 • Protein 4			



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Is this you?

<https://www.youtube.com/watch?v=vx0ZTy2SWfk>

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**Understanding a nutrition  
label shouldn't scare or  
confuse you...**

It's a really good tool to help  
you get on track with good  
food choices!

## **Why read a label?**

- Compare foods
- Know how much you are eating
- Know what you are putting into your body
- Check for allergens

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OK, it's important.  
I get it.

But what am I supposed to  
look for?



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1. Look at the **Serving Size** for the amount of food.



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Sodium	Less than 2,400mg      2,400mg
Total Carbohydrate	300g      375g
Dietary Fiber	25g      30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

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## Serving Size:

- the amount of food
- can be written/described as:
  - grams
  - cups
  - milliliters
  - tablespoon/teaspoon

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## Serving Size

### Tip to Remember:

Many times there are more servings in 1 package. If you don't pay attention, you are eating more calories than you think...



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2. Look at the **Calories** in each serving size.



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## Calories:

- calories = units of energy in our food or drink
- burned for energy or excess is stored as fat

On packaging: calorie = kilocalorie

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Calories per gram:	
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## Calories

### Tip to Remember:

Fewer calories per serving =  
better for you!



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2. Look at the **Calories from Fat** in each serving size.



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## Calories from Fat

### Tip to Remember:

The lower the number, the better!

40 or less = low

100 or less = moderate

400 or more = high



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Fat 9 • Carbohydrate 4 • Protein 4	

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3. Look at the **Total Fat** in each serving size.



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Fat 9 • Carbohydrate 4 • Protein 4	

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## Total Fat:

- different kinds of fat exist
  - TRANS
  - SATURATED
  - MONOUNSATURATED
  - POLYUNSATURATED

*\*In Canada, trans fat is required to be declared in a Nutrition Facts table*

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Amount Per Serving			
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% Daily Value*			
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**TRANS** - LIMIT, unhealthy! Found naturally in some animal-based foods OR when liquids oil are made into semi-solid fats like shortening or hard margarine.

**SATURATED** - LIMIT, bad! Increases cholesterol in blood = increase risk of heart disease

**MONOUNSATURATED** - GOOD for health in moderation. Reduces cholesterol and provides nutrients.

**POLYUNSATURATED** - GOOD for health, lowers cholesterol, has omega-3 which is great for the brain

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## Total Fat

Tip to Remember:

AVOID **trans**, LIMIT **saturated!**

Green light for **mono-** and **polyunsaturated** (in moderation)



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## 4. What is Cholesterol?



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## Cholesterol:

- part of cell membranes
- needed for vitamin D, bile acid & hormone production
- Liver makes ~80% cholesterol in our body, we consume ~20%
- 20% we consume is found in animal fats (ex. cheese, egg yolks)

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## Cholesterol

### Tip to Remember:

The lower the number the better, zero is best!

*(Decreasing saturated & trans fat intake will also decrease cholesterol)*



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## 5. Look at the **Sodium**.

*Sodium = salt*



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## Sodium (salt):

- need sodium to live!
- get what we need through natural, unprocessed foods
- today, it's added to preserve food (prevent molding) & enhance taste
- excess sodium increases the risk for high blood pressure
- **How?** Sodium draws water into the vessels, causing increased pressure.
- Increased pressure can lead to: *stroke, heart disease, kidney disease*

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## Sodium (salt)

### Tip to Remember:

The lower the number the better!  
Less than 5%DV is best!



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Saturated Fat 0g	<b>0%</b>
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 300mg	<b>13%</b>
<b>Total Carbohydrate</b> 13g	<b>4%</b>
Dietary Fiber 3g	<b>12%</b>
Sugars 3g	
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 caloric 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
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	



**WHY  
ACT  
NOW**

# REAL FOOD

## 6. Look at the **Fiber**.



<b>Nutrition Facts</b>			
Serving Size ½ cup (114g)			
Servings Per Container 4			
<b>Amount Per Serving</b>			
<b>Calories</b>	90	Calories from Fat 30	
<b>% Daily Value*</b>			
<b>Total Fat</b>	3g		<b>5%</b>
Saturated Fat	0g		<b>0%</b>
<b>Cholesterol</b>	0mg		<b>0%</b>
<b>Sodium</b>	300mg		<b>13%</b>
<b>Total Carbohydrate</b>	13g		<b>4%</b>
Dietary Fiber	3g		<b>12%</b>
Sugars	3g		
<b>Protein</b>			
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 caloric 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
Calories per gram:			
Fat 9 • Carbohydrate 4 • Protein 4			

# REAL FOOD

## Fiber:

- 2 types: soluble & insoluble
- **soluble** = slows transit through intestine & makes you feel full
- **insoluble** = increases bulk & transit time in the intestine (time from eating to pushing out?)

<b>Nutrition Facts</b>	
Serving Size ½ cup (114g)	
Servings Per Container 4	
Amount Per Serving	
<b>Calories</b> 90	Calories from Fat 30
% Daily Value*	
<b>Total Fat</b> 3g	<b>5%</b>
Saturated Fat 0g	<b>0%</b>
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 300mg	<b>13%</b>
<b>Total Carbohydrate</b> 13g	<b>4%</b>
Dietary Fiber 3g	<b>12%</b>
Sugars 3g	
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 caloric 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
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

## Fiber

### Tip to Remember:

The higher the number per serving the better!

High fiber = great for you

High fiber = makes you feel full!



<b>Nutrition Facts</b>			
Serving Size ½ cup (114g)			
Servings Per Container 4			
Amount Per Serving			
<b>Calories</b>	90	Calories from Fat 30	
% Daily Value*			
<b>Total Fat</b>	3g		5%
Saturated Fat	0g		0%
<b>Cholesterol</b>	0mg		0%
<b>Sodium</b>	300mg		13%
<b>Total Carbohydrate</b>	13g		4%
Dietary Fiber	3g		12%
Sugars	3g		
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 caloric 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
Calories per gram:			
Fat 9 • Carbohydrate 4 • Protein 4			

**WHY  
ACT  
NOW**

# REAL FOOD

## 7. Look at the **Sugar**.



<b>Nutrition Facts</b>	
Serving Size ½ cup (114g)	
Servings Per Container 4	
<b>Amount Per Serving</b>	
<b>Calories</b> 90	Calories from Fat 30
<b>% Daily Value*</b>	
<b>Total Fat</b> 3g	<b>5%</b>
Saturated Fat 0g	<b>0%</b>
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 300mg	<b>13%</b>
<b>Total Carbohydrate</b> 13g	<b>4%</b>
Dietary Fiber 3g	<b>12%</b>
<b>Sugars</b> 3g	
<b>Protein</b> 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 caloric 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
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

# REAL FOOD

## Sugar:

- added or occurs naturally
- main source of energy but excess is converted & stored as FAT
- is disguised with many different names:  
ingredients ending with '-ose'  
High Fructose Corn Syrup  
Cane Sugar  
Brown Rice Sugar

<b>Nutrition Facts</b>			
Serving Size ½ cup (114g)			
Servings Per Container 4			
Amount Per Serving			
<b>Calories</b>	90	Calories from Fat 30	
% Daily Value*			
<b>Total Fat</b>	3g		5%
Saturated Fat	0g		0%
<b>Cholesterol</b>	0mg		0%
<b>Sodium</b>	300mg		13%
<b>Total Carbohydrate</b>	13g		4%
Dietary Fiber	3g		12%
Sugars	3g		
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 caloric 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
Calories per gram:			
Fat 9 • Carbohydrate 4 • Protein 4			

**WHY  
ACT  
NOW**

# REAL FOOD

## Sugar

### Tip to Remember:

The lower the number, the better.



<b>Nutrition Facts</b>	
Serving Size ½ cup (114g)	
Servings Per Container 4	
<b>Amount Per Serving</b>	
<b>Calories</b> 90	Calories from Fat 30
<b>% Daily Value*</b>	
<b>Total Fat</b> 3g	<b>5%</b>
Saturated Fat 0g	<b>0%</b>
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 300mg	<b>13%</b>
<b>Total Carbohydrate</b> 13g	<b>4%</b>
Dietary Fiber 3g	<b>12%</b>
Sugars 3g	
<b>Protein</b> 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 caloric 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
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

**WHY  
ACT  
NOW**

# REAL FOOD

## 8. Look at the **Protein.**



<b>Nutrition Facts</b>	
Serving Size ½ cup (114g)	
Servings Per Container 4	
<b>Amount Per Serving</b>	
<b>Calories</b> 90	Calories from Fat 30
<b>% Daily Value*</b>	
<b>Total Fat</b> 3g	<b>5%</b>
Saturated Fat 0g	<b>0%</b>
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 300mg	<b>13%</b>
<b>Total Carbohydrate</b> 13g	<b>4%</b>
Dietary Fiber 3g	<b>12%</b>
Sugars 3g	
<b>Protein</b> 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 caloric 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
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

**WHY  
ACT  
NOW**

# REAL FOOD

## Protein:

- the ultimate nutrient for body functioning
- highest amount found in: *Meat, Dairy, Nuts*

<b>Nutrition Facts</b>	
Serving Size ½ cup (114g)	
Servings Per Container 4	
<b>Amount Per Serving</b>	
<b>Calories</b> 90	Calories from Fat 30
<b>% Daily Value*</b>	
<b>Total Fat</b> 3g	<b>5%</b>
Saturated Fat 0g	<b>0%</b>
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 300mg	<b>13%</b>
<b>Total Carbohydrate</b> 13g	<b>4%</b>
Dietary Fiber 3g	<b>12%</b>
Sugars 3g	
<b>Protein</b> 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 caloric 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
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	



**WHY  
ACT  
NOW**

# REAL FOOD

## Protein

### Tip to Remember:

The higher the number, the better!



<b>Nutrition Facts</b>	
Serving Size ½ cup (114g)	
Servings Per Container 4	
Amount Per Serving	
<b>Calories</b> 90	Calories from Fat 30
% Daily Value*	
<b>Total Fat</b> 3g	<b>5%</b>
Saturated Fat 0g	<b>0%</b>
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 300mg	<b>13%</b>
<b>Total Carbohydrate</b> 13g	<b>4%</b>
Dietary Fiber 3g	<b>12%</b>
Sugars 3g	
<b>Protein</b> 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 caloric 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
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

**WHY  
ACT  
NOW**

# REAL FOOD

## 9. Look at the **Vitamins & Minerals.**

<b>Nutrition Facts</b>	
Serving Size ½ cup (114g) Servings Per Container 4	
<b>Amount Per Serving</b>	
<b>Calories</b> 90	Calories from Fat 30
<b>% Daily Value*</b>	
<b>Total Fat</b> 3g	<b>5%</b>
Saturated Fat 0g	<b>0%</b>
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 300mg	<b>13%</b>
<b>Total Carbohydrate</b> 13g	<b>4%</b>
Dietary Fiber 3g	<b>12%</b>
Sugars 3g	
<b>Protein</b> 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 caloric 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
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	



# REAL FOOD

## Vitamins & Minerals

### Tip to Remember:

A product that lists many vitamins & minerals with high % = a good source of additional nutrients



<b>Nutrition Facts</b>			
Serving Size ½ cup (114g)			
Servings Per Container 4			
<b>Amount Per Serving</b>			
<b>Calories</b> 90	Calories from Fat 30		
<b>% Daily Value*</b>			
<b>Total Fat</b> 3g			<b>5%</b>
Saturated Fat 0g			<b>0%</b>
<b>Cholesterol</b> 0mg			<b>0%</b>
<b>Sodium</b> 300mg			<b>13%</b>
<b>Total Carbohydrate</b> 13g			<b>4%</b>
Dietary Fiber 3g			<b>12%</b>
Sugars 3g			
<b>Protein</b> 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 caloric 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
Calories per gram:			
Fat 9 • Carbohydrate 4 • Protein 4			

**WHY  
ACT  
NOW**

# REAL FOOD

10. Look at the % Daily Value.

<b>Nutrition Facts</b>			
Serving Size ½ cup (114g)			
Servings Per Container 4			
<b>Amount Per Serving</b>			
<b>Calories</b> 90	Calories from Fat 30		
			<b>% Daily Value*</b>
<b>Total Fat</b> 3g			<b>5%</b>
<b>Saturated Fat</b> 0g			<b>0%</b>
<b>Cholesterol</b> 0mg			<b>0%</b>
<b>Sodium</b> 300mg			<b>13%</b>
<b>Total Carbohydrate</b> 13g			<b>4%</b>
Dietary Fiber 3g			<b>12%</b>
Sugars 3g			
<b>Protein</b> 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 caloric 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
Calories per gram:			
Fat 9 • Carbohydrate 4 • Protein 4			

**WHY  
ACT  
NOW**

# REAL FOOD

## % Daily Value:

- is based on a 2,000 calorie diet

<b>Nutrition Facts</b>			
Serving Size ½ cup (114g)			
Servings Per Container 4			
<b>Amount Per Serving</b>			
<b>Calories</b> 90	Calories from Fat 30		
<b>% Daily Value*</b>			
<b>Total Fat</b> 3g			<b>5%</b>
Saturated Fat 0g			<b>0%</b>
<b>Cholesterol</b> 0mg			<b>0%</b>
<b>Sodium</b> 300mg			<b>13%</b>
<b>Total Carbohydrate</b> 13g			<b>4%</b>
Dietary Fiber 3g			<b>12%</b>
Sugars 3g			
<b>Protein</b> 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 caloric 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
Calories per gram:			
Fat 9 • Carbohydrate 4 • Protein 4			

**WHY  
ACT  
NOW**

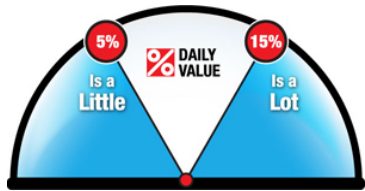
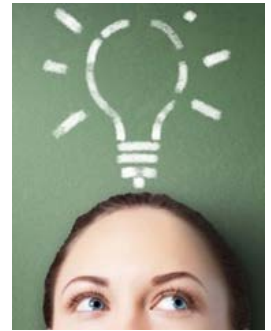
# REAL FOOD

## % Daily Value

### Tips to Remember:

Under 5% = low

Between 15%-20% = high



<b>Nutrition Facts</b>	
Serving Size ½ cup (114g)	
Servings Per Container 4	
Amount Per Serving	
<b>Calories</b> 90	Calories from Fat 30
% Daily Value*	
<b>Total Fat</b> 3g	<b>5%</b>
Saturated Fat 0g	<b>0%</b>
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 300mg	<b>13%</b>
<b>Total Carbohydrate</b> 13g	<b>4%</b>
Dietary Fiber 3g	<b>12%</b>
Sugars 3g	
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 caloric 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
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	



# REAL FOOD

**Are you even more confused now?**

I told you that lower numbers are better,  
but sometimes higher numbers are better.

How do you keep this straight?

**WHY  
ACT  
NOW**

# REAL FOOD

If there is anything you can remember,



it's these 3 steps!



# REAL FOOD

## 1. Look at the amount of food

### How to CHOOSE

The Nutrition Facts table gives you information on calories and 13 core nutrients. Use the amount of food and the % Daily Value (% DV) to choose healthier food products.

Follow these three steps:

**1 LOOK at the amount of food**

Nutrition Facts are based on a specific amount of food (also known as the serving size). Compare this to the amount you actually eat.



# REAL FOOD

## 2. Read the % Daily Value

### How to CHOOSE

The Nutrition Facts table gives you information on calories and 13 core nutrients. Use the amount of food and the % Daily Value (% DV) to choose healthier food products.

Follow these three steps:

**1 LOOK at the amount of food**

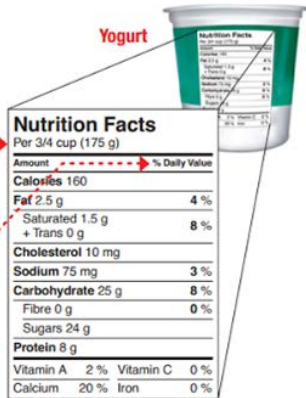
Nutrition Facts are based on a specific amount of food (also known as the serving size). Compare this to the amount you actually eat.

**2 READ the % DV**

The % DV helps you see if a specific amount of food has a little or a lot of a nutrient.

5% DV or less is a **LITTLE** } This applies to all nutrients.  
15% DV or more is a **LOT** }

Yogurt



Nutrition Facts	
Per 3/4 cup (175 g)	
Amount	% Daily Value
Calories 160	
Fat 2.5 g	4 %
Saturated 1.5 g + Trans 0 g	8 %
Cholesterol 10 mg	
Sodium 75 mg	3 %
Carbohydrate 25 g	8 %
Fibre 0 g	0 %
Sugars 24 g	
Protein 8 g	
Vitamin A 2 %	Vitamin C 0 %
Calcium 20 %	Iron 0 %



## 3. Focus on this:

**LESS** – Fat (Saturated & Trans), Sodium

**MORE** – Fiber, Vitamin A, Calcium, Iron

**WHY  
ACT  
NOW**

# REAL FOOD

In summary...

Nutrition Facts		
Serving Size 1 cup (228g)		Start here
Servings Per Container 2		
Amount Per Serving		Check calories
<b>Calories</b> 250	Calories from Fat 110	
% Daily Value*		Quick guide to % DV
<b>Total Fat</b> 12g	18%	5% or less is low 20% or more is high
Saturated Fat 3g	15%	
Trans Fat 3g		
<b>Cholesterol</b> 30mg	10%	Limit these
<b>Sodium</b> 470mg	20%	
<b>Potassium</b> 700mg	20%	Get enough of these
<b>Total Carbohydrate</b> 31g	10%	
Dietary Fiber 0g	0%	
Sugars 5g		
<b>Protein</b> 5g		
Vitamin A	4%	
Vitamin C	2%	
Calcium	20%	
Iron	4%	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

# REAL FOOD

## Example #1

Which is better, A or B?

**Answer**

**Product B** would be a better pick than **Product A**. **Product B** offers **10% of your Daily Value for Calcium**. Use the **% Daily Value** to see if a food has a little or lot of a nutrient. **15% Daily Value** or more for calcium is a high source. Then compare the pudding cup to a yogurt cup. Yogurt offers **15% Daily Value for Calcium** in addition to B vitamins, phosphorus and magnesium.

Product A

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

or

Product B

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

# REAL FOOD

Which is better, A, B or C?

**Answer**

**Product C** is the candy bar and **Products A and B** are both granola bars. **Product B** however has more calories and fat than the actual candy bar.

**Product A** would be a better choice as it has about 40% less calories, almost half of the sugar of **Product B**, more B vitamins and 4.5 grams less fat than **Product B**.

**For a better granola bar choice:** Choose a granola bar made with whole grains, with less than 3 grams of fat or less and at least 2 grams or more of fibre.

**Product A**

Nutrition Facts			
Per 1 bar (23 g)			
Amount	% Daily Value		
Calories 90			
Fat 1 g	2 %		
Saturated 1 g	5 %		
+ Trans 0 g			
Cholesterol 0 mg	0 %		
Sodium 95 mg	4 %		
Carbohydrate 18 g	6 %		
Fibre 0 g	0 %		
Sugars 9 g			
Sorbitol 0 g			
Starch 9 g			
Protein 1 g			
Vitamin A 0 %	Vitamin C	0 %	
Calcium 2 %	Iron	2 %	
Thiamin 10 %	Riboflavin	10 %	

**Product B**

Nutrition Facts			
Per 1 bar (34 g)			
Amount	% Daily Value		
Calories 160			
Fat 6 g	10 %		
Saturated 3 g	17 %		
+ Trans 0.1 g			
Cholesterol 0 mg	0 %		
Sodium 85 mg	8 %		
Carbohydrate 24 g	3 %		
Fibre 1 g			
Sugars 16 g			
Sugar Alcohol 0 g			
Protein 2 g			
Vitamin A 0 %	Vitamin C	0 %	
Calcium 2 %	Iron	2 %	

**Product C**

Nutrition Facts			
Per 1 bar (30 g)			
Amount	% Daily Value		
Calories 140			
Fat 4 g	6 %		
Saturated 2 g	13 %		
+ Trans 0 g			
Cholesterol 5 mg	1 %		
Sodium 15 mg	1 %		
Carbohydrate 24 g	8 %		
Fibre 1 g			
Sugars 22 g			
Protein 1 g			
Vitamin A 2 %	Vitamin C	0 %	
Calcium 4 %	Iron	4 %	



# REAL FOOD

## Still confused?

The point of this presentation was to make you less confused...

**WHY  
ACT  
NOW**

# REAL FOOD



**but the truth is that labels  
are just confusing!**





# REAL FOOD

Don't be overwhelmed.

Take things 1 step at a time until you become familiar with it.

**WHY  
ACT  
NOW**

# REAL FOOD

**OR**

If all else fails and you want to remember 1 thing from today, follow this **RULE OF THUMB...**

**WHY  
ACT  
NOW**

# REAL FOOD

**MORE** ingredients listed = more processed,  
more additives = **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 D<sub>3</sub>, CALCIUM PANTOTHENATE, MANGANESE SULFATE, COPPER SULFATE, PYRIDOXINE HYDROCHLORIDE, THIAMINE HYDROCHLORIDE, BETA CAROTENE, RIBOFLAVIN, CHROMIUM CHLORIDE, FOLIC ACID, BIOTIN, POTASSIUM IODIDE, VITAMIN K<sub>1</sub>, SODIUM SELENITE, SODIUM MOLYBDATE, VITAMIN B<sub>12</sub>.

**WHY  
ACT  
NOW**

# REAL FOOD

**LESS** ingredients listed = less processed, less additives = **HEALTHIER**

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



# REAL FOOD

The fewer the ingredients, the better for you...

**BUT real, fresh food** like apples, oranges, carrots, broccoli don't HAVE food labels...

**WHY  
ACT  
NOW**

# REAL FOOD

so **NO** food labels = **BEST**





# REAL FOOD

This video sums it up extremely well...

<https://www.youtube.com/watch?v=ng2IGLdm-uA>

**WHY  
ACT  
NOW**

# REAL FOOD

**THANK YOU**

*Sources:*

*Healthy Alberta*

*Canadian Nutrition Guidelines for Children & Youth*

*Health Canada*