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Label Power

Kathy Daly-Koziel
University of Kentucky

Sarah Brandl
University of Kentucky, sbrandl@uky.edu

Jackie Walters
University of Kentucky, jackie.walters@uky.edu

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Label Power

Today’s nutrition label contains truthful information in a standard format. It makes comparing products fairly easy. If a health claim is on a food package, you can believe it. The food label law makes sure that the facts are correct.

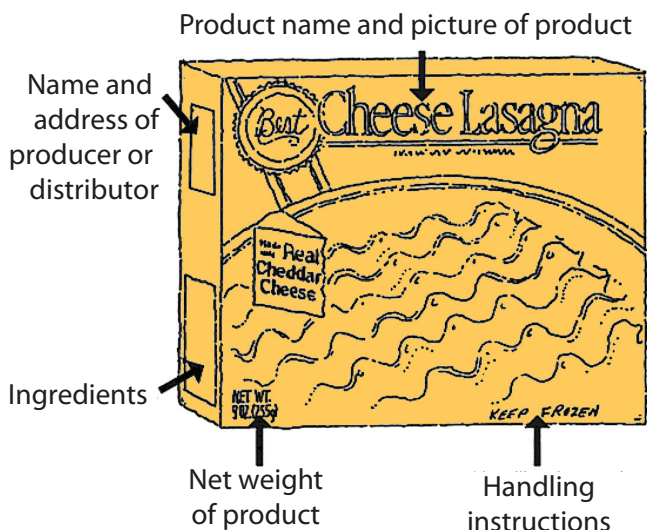
What Is on a Package?

- Product name
- Nutrition Facts
- Ingredient list
- Health claims, such as “high in fiber” or “low in fat”
- Handling instructions, such as “Keep Refrigerated”
- Name and address of the maker
- Net Weight

Sample nutrition label.

Nutrition Facts	
Serving Size: 1 cup (236ml)	
Servings Per Container: 1	
Amount Per Serving	
Calories 80	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
<i>Trans</i> Fat 0g	
Cholesterol Less than 5mg	0%
Sodium 120mg	5%
Total Carbohydrate 11g	4%
Dietary Fiber 0g	0%
Sugars 11g	
Protein 9g	17%
Vitamin A 10%	* Vitamin C 4%
Calcium 30%	* Iron 0% * Vitamin D 25%

*Percent Daily Values are based on a 2,000 Calorie diet. Your daily values may be higher or lower depending on your calorie needs.



Looking at the Basics of the Nutrition Facts

- Serving Size: the amount of food analyzed for the Nutrition Facts label
- Servings Per Container: number of servings in this package
- Calories: the energy supplied in one serving
- Calories from fat: the number of calories coming from fat sources per serving
- Required Nutrient Data: details about fat, cholesterol, sodium, fiber, sugar, protein, and some vitamins and minerals

Know What You Are Buying

There is more to a label than the Nutrition Facts. Product weight and ingredients are also important points.

Size can be misleading. Compare the **weight** of like food items. Are they the same? Can you think of a food product that commonly comes in an oversized bag or box?

Ingredients tell you what is in a product. They are listed by weight, starting with the largest amount down to the smallest amount. Are you getting quality food or just more water, sugar or fillers?

Take a close look at the ingredient list of these three grape beverages. They are all for 48 ounces of product. All three look the same in a glass. Compare their ingredients for the real story.

Grape Beverages	Ingredients
Grape Juice	Grape juice from concentrate
Grape Drink	Water, sugar, grape juice concentrate, citric acid, natural flavors and artificial colors
Powdered Grape Drink	Citric acid, natural and artificial flavors, sugar, artificial color

Use the grape beverages table to answer the following questions:

- Which product contains mostly water?

- Which product contains mostly grape juice?

- Which product contains no grape juice?

- How would each of these drinks fit into the Food Pyramid?
- Grape juice: _____
- Grape drink: _____
- Powdered grape drink: _____

Labels Are For You

Information is power. Labels help you to:

- Make informed choices
- Choose foods for their health benefits
- Compare similar products
- Save money
- Plan a healthy diet

Written by Kathy Daly-Koziel EFNEP Coordinator (former)

Revised by: Sarah Ball Brandl, MS, RD Extension Specialist for Nutrition Education Programs

Jackie Walters, MBA, RD, LD Extension Specialist for Nutrition Education Programs

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