

ALL ABOUT FOOD LABELS

What's in a food label?

In 1990, the Nutrition Labeling and Education Act went into effect. The USDA and the FDA designed the requirements so that consumers would have useful information about the food they eat. But how do you make sense of a food label?

According to the Nutrition Labeling and Education Act, all food labels must contain the following information:

- **Common name of the product**
- **Name and address of the product's manufacturer**
- **Net contents in terms of weight, measure or count, and:**

Ingredient List – Lists the ingredients in descending order of predominance and weight. In Krispy Krunchies, the ingredients are listed at the bottom of the label. As you can see, the predominant ingredient is corn, next is oil then cheese, etc.

Serving Sizes – Each package must identify the size of a serving. In Krispy Krunchies, one package contains one serving. The nutritional information given on the label is based on one serving of the food.

Nutrition Facts – each package must identify the quantities of specified nutrients and quantities of specified nutrients and food constituents for one serving. From this information, you can glean some very useful information. The most important thing to remember is this:

- 1 gram fat = 9 calories
- 1 gram protein = 4 calories
- 1 gram carbohydrate = 4 calories
- 1 gram alcohol = 7 calories

Therefore, we can tell the percentages of each nutrient in Krispy Krunchies:

	Grams	Calculation	Total Calories	% Of Total
Calories			80	100
Fat	4	4 * 9	36	45
Protein	1	1 * 4	4	4
Carbohydrate	10	10 *	40	50

KRISPY KRUNCHIES

Nutrition Facts
Serving Size 1 package
Servings Per Container 1

Amount Per Serving	
Calories 80	Calories from Fat 35
% Daily Value*	
Total Fat 4g	6%
Saturated Fat 0.5g	3%
Cholesterol 0mg	0%
Sodium 110mg	5%
Total Carbohydrate 10g	3%
Dietary Fiber 1g	
Sugars 1g	
Protein 1g	
Vitamin A 0%	Vitamin C 0%
Calcium 2%	Iron 0%

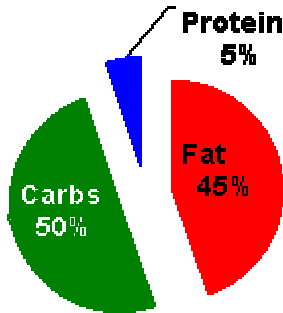
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	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	2,400 mg	2,400 mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 Carbohydrate 4 Protein 4

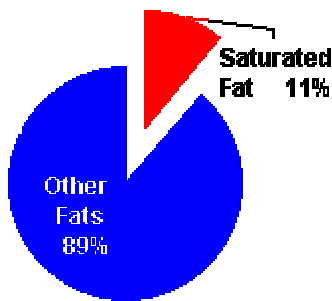
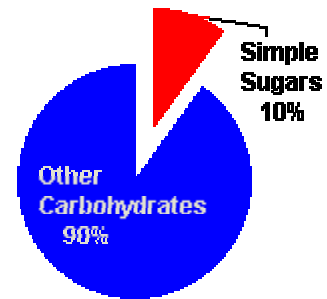
INGREDIENTS: CORN, VEGETABLE OIL, (contains one or more of the following: CANOLA, CORN, OR SUNFLOWER, SOYBEAN) OIL, CHEESES (CHEDDAR, ROMANO FROM COW'S MILK), SALT, BUTTERMILK, GARLIC POWDER, DEXTROSE, SUGAR

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Graphically, the components look like this pie chart. Note that this food is not a very healthy choice because of its high fat content.

Additionally, we can tell that of the 10 grams of total carbohydrates, 1 gram (10%) comes from simple sugars, rather than from complex carbohydrates.



Furthermore, we can tell that of the 4 total grams of fat, 0.5 grams (or 11%) is saturate fat – the fat we would like to avoid.

The “% Daily Values” section provides an estimate of the percentage of total nutrients that one serving of Krispy Krunchies provides. For example, if you were consuming 2000 calories per day, one serving of Krispy Krunchies would provide 6% of the recommended day’s allotment of fat (4 grams out of a total 65 grams allotted), and 3% of the recommended day’s allotment of carbohydrate (10 grams out of a total 300 grams allotted).

The “Calories from Fat” is also instructive for a quick estimate of a product’s content. We can see that one serving of Krispy Krunchies contains a total of 80 calories – 35 of the calories are from fat. That means that 35 calories out of a total of 80 calories, or approximately 45% of Krispy Krunchies’ calories, come from fat. If you looked at the ingredient list, you could tell that oil is listed as the second ingredient which confirms that fat is a very large component of this food product.

