

Decoding Food Labels



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UK Health & Wellness Program

March 1, 2012

COUNTERTHINK



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ART - DAN BERGER - CONCEPT - MIKE ADAMS

www.NewsTarget.com

What We'll Cover

- Basic anatomy of a food label
- Most common “traps” on a food label
- Strategies to cut through the food label clutter
- Empower you to become a more informed consumer!

Label Basics

Serving Size and Servings Per Container

- Know your portion sizes
- Compare your portion size to the serving size listed
- You might be surprised at servings per container!

Calories and Calories From Fat

- Consider how the calories per serving fit into your daily calorie needs
- Limit calories from fat to 30%

Nutrition Facts	
Serving Size 1 cup (228g)	
Servings Per Container 2	
Amount Per Serving	
Calories 250	Calories from Fat 110
<hr/>	
	% 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	
<hr/>	
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:	
	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

Label Basics

Total Fat

- No more than 5% of Daily Value (DV)
- No more than 2g saturated fat per serving
- As close to 0g trans fat as possible

Cholesterol

- If you are healthy, no more than 300 mg a day
- If you have heart disease, diabetes, or high LDL (“bad cholesterol”), no more than 200 mg a day
- No more than 5% DV

Nutrition Facts			
Serving Size 1 cup (228g)			
Servings Per Container 2			
Amount Per Serving			
Calories 250	Calories from Fat 110		
<hr/>			
% Daily Value*			
Total Fat 12g	18%		
Saturated Fat 3g	15%		
<i>Trans</i> Fat 1.5g			
Cholesterol 30mg	10%		
Sodium 470mg	20%		
Total Carbohydrate 31g	10%		
Dietary Fiber 0g	0%		
Sugars 5g			
Protein 5g			
<hr/>			
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:			
	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

Label Basics

Sodium

- No more than 5% DV
- If you are healthy, no more than 2,300 mg a day
- If you have high blood pressure, limit to 1,500 mg per day
- To reduce sodium consumption, limit processed and prepared foods and eating out

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%
<i>Trans</i> 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:			
	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

Label Basics

- Try to get more fiber, vitamin A, vitamin C, calcium, and iron
- Look for 15% DV or higher
- Protein is not an issue in the US – most people get enough

Nutrition Facts			
Serving Size 1 cup (228g)			
Servings Per Container 2			
Amount Per Serving			
Calories 250	Calories from Fat 110		
<hr/>			
	% 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			
<hr/>			
Vitamin A	4%		
Vitamin C	2%		
Calcium	20%		
Iron	4%		
<hr/>			
* 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

Food Label Traps

Trans Fats

- Trap: “Trans fat free” does not guarantee there is no trans fat
 - If less than 0.5 g per serving, the label can state “trans fat free”
- Strategy: Look for partially hydrogenated oils on ingredient list
- Tip: To protect your heart, aim for as close to 0 g per day as possible

Thin Mints

Nutrition Facts

Serving Size 4 Cookies (32g)
Servings Per Container about 9

Amount Per Serving

Calories 150 **Calories from Fat** 60

% Daily Value*

Total Fat 7g **11%**

Saturated Fat 4.5g **23%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 115mg **5%**

Total Carbohydrate 20g **7%**

Dietary Fiber 1g **4%**

Sugars 10g

Protein 2g

Vitamin A 0% • Vitamin C 0%

Calcium 0% • Iron 4%

INGREDIENTS: Enriched flour (wheat flour, niacin, reduced iron, thiamin mononitrate [vitamin B1], riboflavin [vitamin B2], folic acid), sugar, partially hydrogenated vegetable oil (soybean, cottonseed, palm and/or palm kernel oils, TBHQ and citric acid to preserve freshness), cocoa, caramel color, contains two percent or less of cocoa processed with alkali, invert sugar, whey (milk), leavening (baking soda, monocalcium phosphate), cornstarch, salt, soy lecithin, artificial flavor, oil of peppermint.

Low Fat

- Trap: Many low fat foods do not always have significantly fewer calories than the original
 - Research shows we may eat larger quantities of low fat foods
 - Fat free and low fat products often have added sugars, sodium, or preservatives to improve taste

Low Fat

- Strategy: Consume full fat items in sensible portions – you’ll enjoy them more!
 - Many reduced fat products are good choices
- Tip: Choose “good” fats such as olive and canola oils, nuts, fatty fish, and avocados

Keebler®
Grahams Crackers
Cinnamon

Nutrition Facts

Serving Size 8 Crackers (30g)
4 Crackers = 1 Full Cracker Sheet

Amount Per Serving

Calories 130 Calories from Fat 35

% Daily Value*

Total Fat 3.5g **5%**
Saturated Fat 1g **5%**
Trans Fat 0g
Polyunsaturated Fat 1.5g
Monounsaturated Fat 1g

Cholesterol 0mg **0%**

Sodium 140mg **6%**

Total Carbohydrate 23g **8%**

Dietary Fiber 1g **4%**

Sugars 8g

Protein 2g

Vitamin A 0% • Vitamin C 0%

Calcium 10% • 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	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

INGREDIENTS: ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE [VITAMIN B₁], RIBOFLAVIN [VITAMIN B₂], FOLIC ACID), SUGAR, GRAHAM FLOUR, PARTIALLY HYDROGENATED SOYBEAN OIL AND COTTONSEED OIL[†] WITH TBHQ FOR FRESHNESS, CORN SYRUP, CONTAINS TWO PERCENT OR LESS OF CALCIUM CARBONATE, LEAVENING (BAKING SODA, SODIUM ACID PYROPHOSPHATE, MONOCALCIUM PHOSPHATE), SALT, CINNAMON, DEXTROSE, SOY LECITHIN.

[†] LESS THAN 0.5g TRANS FAT PER SERVING.

CONTAINS WHEAT AND SOY INGREDIENTS.

NLI#05631

Keebler®
Grahams
Low Fat Cinnamon

Nutrition Facts

Serving Size 8 Crackers (28g)
4 Crackers = 1 Full Cracker Sheet
Servings Per Container About 13

Amount Per Serving

Calories 110 Calories from Fat 15

% Daily Value*

Total Fat 1.5g **2%**
Saturated Fat 0g **0%**
Trans Fat 0g
Polyunsaturated Fat 0g
Monounsaturated Fat 0.5g

Cholesterol 0mg **0%**

Sodium 140mg **6%**

Total Carbohydrate 23g **8%**

Dietary Fiber 1g **4%**

Sugars 9g

Protein 2g

Vitamin A 0% • Vitamin C 0%

Calcium 10% • 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	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

INGREDIENTS: ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE [VITAMIN B₁], RIBOFLAVIN [VITAMIN B₂], FOLIC ACID), SUGAR, WHOLE WHEAT (GRAHAM) FLOUR, COTTONSEED AND PARTIALLY HYDROGENATED SOYBEAN OIL WITH TBHQ FOR FRESHNESS, MOLASSES, CONTAINS TWO PERCENT OR LESS OF LEAVENING (BAKING SODA, SODIUM ALUMINUM PHOSPHATE, MONOCALCIUM PHOSPHATE), CALCIUM CARBONATE, CINNAMON, SALT, DEXTROSE, SOY LECITHIN, ARTIFICIAL FLAVOR.

CONTAINS WHEAT AND SOY INGREDIENTS.

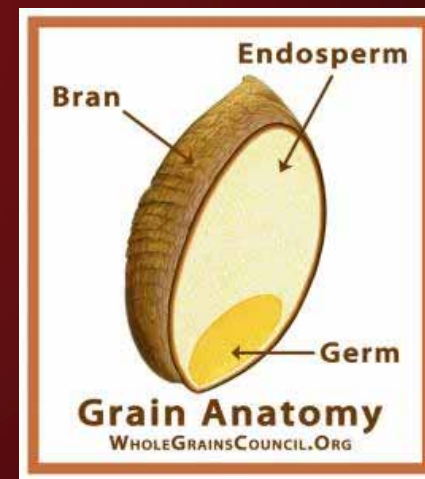
NLI#02130

Whole Grains

- Trap: Terms that sound healthful such as wheat flour, cracked wheat, enriched flour, stone ground, or multi-grain
 - Watch out for the term “made with”
- Strategy: Buy grain products with whole grains listed as the first ingredient
- Tip: Try to make half your grains whole

Whole Grains

- These terms always mean whole grain:
 - Whole [name of grain]
 - Brown and wild rice
 - Oats
 - Quinoa
 - Amaranth
 - Bulgur



CRACKED WHEAT

No Cholesterol Low in Fat

Amount/ Serving		%DV*	Amount/ Serving		%DV*
Total Fat 1g	1%	Sodium 1.00mg	0%		
Saturated Fat 0g	0%	Total Carbohydrate 16g	3%		
Trans Fat 0g		Dietary Fiber less than 1g	2%		
Polysaturated Fat 0g		Sugars 2g			
Monounsaturated Fat 0g		Protein 3g			
Cholesterol 0mg	0%				
Vitamin A 0% • Vitamin C 0% • Calcium 2% • Iron 4%					

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

Nutrient	Calories	7,000	2,000
Total Fat	Less than	65g	80g
Saturated Fat	Less than	35g	55g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		325g	375g
Dietary Fiber		7g	5g

INGREDIENTS: ENRICHED UNBLEACHED WHEAT FLOUR, Malted Barley Flour, NIACIN, REDUCED IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID, WATER, CRUSHED WHEAT, HIGH FRUCTOSE CORN SYRUP, YEAST, CONTAINS 2% OR LESS OF EACH OF THE FOLLOWING: VITAL WHEAT GLUTEN, SALT, VEGETABLE OIL (CANOLA AND/OR SOY), HONEY, MOLASSES, RAISIN JUICE CONCENTRATE, YEAST NUTRIENT (AMMONIUM SULPHATE), DOUGH CONDITIONERS (MONO-DIGLYCERIDES, SODIUM STEAROYL LACTYLATE, ASCORBIC ACID, AZODICARBONAMIDE, MONOCALCIUM PHOSPHATE), CALCIUM PROPIONATE (MOLD INHIBITOR), CALCIUM SULFATE, ENZYMES, NONFAT DRY MILK, SOY FLOUR.

on a 2,000
higher or
s:
2,500
80g
25g
g 300mg
mg 2,400mg
375g
30g
Protein 4

INGREDIENTS: ENRICHED UNBLEACHED WHEAT FLOUR (WHEAT FLOUR, Malted Barley Flour, NIACIN, REDUCED IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), WATER, CRUSHED WHEAT, HIGH FRUCTOSE CORN SYRUP, YEAST, CONTAINS 2% OR LESS OF EACH OF THE FOLLOWING: VITAL WHEAT GLUTEN, SALT, VEGETABLE OIL (CANOLA AND/OR SOY), HONEY, MOLASSES, RAISIN JUICE CONCENTRATE, YEAST NUTRIENT (AMMONIUM SULPHATE), DOUGH CONDITIONERS (MONO-DIGLYCERIDES, SODIUM STEAROYL LACTYLATE, ASCORBIC ACID, AZODICARBONAMIDE, MONOCALCIUM PHOSPHATE), CALCIUM PROPIONATE (MOLD INHIBITOR), CALCIUM SULFATE, ENZYMES, NONFAT DRY MILK, SOY FLOUR.



General Mills
with **Whole Grain**
Guaranteed



Nutrition Highlights

Calories	110	Total Fat	1g
Sodium	160mg	Sugars	6g
Fiber	3g	Total Carbohydrate	23g

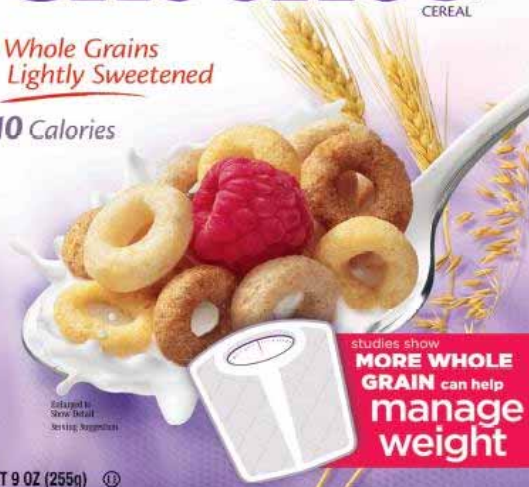
Amount and % Daily Value per serving

MultiGrain Cheerios

CEREAL

5 Whole Grains
Lightly Sweetened

110 Calories



studies show
**MORE WHOLE
GRAIN** can help
**manage
weight**

NET WT 9 OZ (255g)

Ingredients: Whole Grain Corn, Whole Grain Oats, Sugar, Whole Grain Barley, Whole Grain Wheat, Whole Grain Rice, Corn Starch, Brown Sugar Syrup, Corn Bran, Salt, Trisodium Phosphate, Distilled Monoglycerides, Canola and/or Rice Bran Oil, Color Added, Vitamin E (mixed tocopherols) Added to Preserve Freshness.

Vitamins and Minerals: Calcium Carbonate, Zinc and Iron (mineral nutrients), A B Vitamin (niacinamide), Vitamin C (sodium ascorbate), Vitamin E (tocopheryl acetate), A B Vitamin (calcium pantothenate), Vitamin B₆ (pyridoxine hydrochloride), Vitamin B₂ (riboflavin), Vitamin B₁ (thiamin mononitrate), A B Vitamin (folic acid), Vitamin A (palmitate), Vitamin B₁₂, Vitamin D₃.

CONTAINS WHEAT INGREDIENTS.

DISTRIBUTED BY GENERAL MILLS CEREALS, LLC,
MINNEAPOLIS, MN 55440 USA

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May be mfg. under U.S. Pat. Nos. 5,433,490; 5,523,109 & 7,021,525

Exchange: 1½ Starc

Exchange calculations based on Choose Your Foods:
Exchange Lists for Diabetes ©2008 the American Dietetic
Association, the American Diabetes Association

This package is sold by weight, not by volume. You can be
assured of proper weight even though some settling of contents
normally occurs during shipment and handling.

Nutrition Facts

Serving Size 1 cup (29g)
Servings Per Container about 8

Amount Per Serving	MultiGrain Cheerios	with % cup skim milk
Calories	110	150
Calories from Fat	10	10
% Daily Value**		
Total Fat 1g*	2%	2%
Saturated Fat 0g	0%	3%
Trans Fat 0g		
Polyunsaturated Fat 0.5g		
Monounsaturated Fat 0g		
Cholesterol 0mg	0%	1%
Sodium 160mg	7%	9%
Potassium 85mg	2%	8%
Total Carbohydrate 23g	8%	10%
Dietary Fiber 3g	10%	10%
Sugars 6g		
Other Carbohydrate 15g		
Protein 2g		

Vitamin A	10%	15%
Vitamin C	25%	25%
Calcium	10%	25%
Iron	100%	100%
Vitamin D	10%	25%
Vitamin E	35%	35%
Thiamin	100%	100%
Riboflavin	100%	110%
Niacin	100%	100%
Vitamin B ₆	100%	100%
Folic Acid	100%	100%
Vitamin B ₁₂	100%	110%
Pantothenic Acid	100%	100%
Phosphorus	8%	20%
Magnesium	4%	8%
Zinc	100%	100%

* Amount in cereal. A serving of cereal plus skim milk provides 1.5g total fat (0.5g saturated fat, 0.5g monounsaturated fat), less than 5mg cholesterol, 220mg sodium, 290mg potassium, 29g total carbohydrate (12g sugars), and 7g protein.

** 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
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Fiber

- Trap: Many high fiber foods have “functional fiber”
 - Non-digestible carbohydrates isolated from foods
 - These may not provide the same health benefits as naturally-occurring dietary fiber
 - Many foods with functional fiber have little nutritional value

Fiber

- **Strategy:**
 - Look for ingredients that indicate functional fiber:
 - Chicory root
 - Inulin
 - Polydextrose
 - Maltodextrin
 - Cellulose
- **Tip:**
 - Consume a diet high in whole grains, fruits, vegetables, and beans
 - 14 g of dietary fiber per 1,000 calories consumed



INGREDIENTS: CHICORY ROOT EXTRACT, CHOCOLATE CHIPS WITH CONFECTIONERS SHELLAC (CHOCOLATE CHIPS [SUGAR, CHOCOLATE LIQUOR, COCOA BUTTER, DEXTROSE, MILK FAT, SOY LECITHIN], ETHANOL, SHELLAC, HYDROGENATED COCONUT OIL), ROLLED OATS, CRISP RICE (RICE FLOUR, SUGAR, MALT, SALT), BARLEY FLAKES, HIGH MALTOSE CORN SYRUP, HIGH FRUCTOSE CORN SYRUP, SUGAR, CANOLA OIL, HONEY, GLYCERIN, MALTODEXTRIN, PALM KERNEL OIL, TRICALCIUM PHOSPHATE, SOY LECITHIN, SALT, NONFAT MILK, PEANUT OIL, COCOA PROCESSED WITH ALKALI, NATURAL FLAVOR, BAKING SODA, COLOR ADDED, ALMOND FLOUR, PEANUT FLOUR, SUNFLOWER MEAL, WHEAT FLOUR, MIXED TOCOPHEROLS ADDED TO RETAIN FRESHNESS. CONTAINS SOY, MILK, ALMOND, PEANUT, SUNFLOWER AND WHEAT INGREDIENTS.

Nutrition Facts

Serving Size 1 bar (40g)

Servings Per Container 5

Amount Per Serving

Calories 140
Calories from Fat 35

% Daily Value*

Total Fat 4g **6%**
Saturated Fat 1.5g **9%**
Trans Fat 0g
Polyunsaturated Fat 0.5g
Monounsaturated Fat 1.5g

Cholesterol 0mg **0%**

Sodium 90mg **4%**

Total Carbohydrate 29g **10%**

Dietary Fiber 9g **35%**

Sugars 10g

Protein 2g

Vitamin A 2% • Vitamin C 0%

Calcium 10% • Iron 2%

*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	

Added Sugars

- Trap: Added sugar is everywhere!
- Strategy: Avoid products that have added sugar in the first few ingredients
 - Glucose, fructose, sucrose (any “-ose”)
 - Syrups or nectars
 - Fruit puree or fruit juice concentrate
 - Cane juice
 - Molasses
 - Honey

Added Sugars

- Tip: Consume a diet low in processed foods
 - Men: Limit added sugar to 36 g per day
 - Women: Limit added sugar to 24 g per day

NOTE: These guidelines do not apply to naturally-occurring sugars

HELP FEED AMERICA



Cascadian Farm ORGANIC

chocolate chip CHEWY GRANOLA BARS

chewy organic whole grain granola bars with chocolate chips



6 - 1.2 OZ (35g) BARS - NET WT 7.4 OZ (210g)

INGREDIENTS: TAPIOCA SYRUP*, ROLLED OATS*, MILK CHOCOLATE CHIPS* (NATURALLY MILLED SUGAR*, COCOA LIQUOR*, WHOLE MILK*, COCOA BUTTER*, SOY LECITHIN, VANILLA*), CRISP RICE* (RICE FLOUR*, NATURALLY MILLED SUGAR*, SEA SALT, MALT EXTRACT*, ANNATTO COLOR), BROWN RICE SYRUP*, NATURALLY MILLED SUGAR*, SUNFLOWER OIL* AND/OR CANOLA OIL*, RICE MALTODEXTRIN*, SOY LECITHIN*, SEA SALT, MALTODEXTRIN*, BAKING SODA, VANILLA EXTRACT*, CREAM*, NATURAL FLAVOR. *ORGANIC CONTAINS MILK AND SOY INGREDIENTS.

DISTRIBUTED BY: SMALL PLANET FOODS, INC. SEDRO-WOOLLEY, WA 98284 USA

CERTIFIED ORGANIC

This product is certified organic by the Washington State Department of Agriculture in accordance with the organic standards of the U.S. Department of Agriculture.



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Nutrition Facts

Serving Size 1 bar (35g)
Servings Per Container 6

Amount Per Serving

Calories 140
Calories from Fat 30

% Daily Value*

Total Fat 3.5g 5%
Saturated Fat 1g 5%
Trans Fat 0g
Polyunsaturated Fat 0.5g
Monounsaturated Fat 1.5g
Cholesterol 0mg 0%
Sodium 100mg 4%
Total Carbohydrate 25g 8%
Dietary Fiber 1g 4%
Sugars 12g

Protein 2g

Iron 2%

Not a significant source of vitamin A, vitamin C and calcium.

* 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

Reduced, Less, and Lower

- Trap: Reducing the sodium, sugar, fat or calories doesn't automatically make it a healthful food
- Strategy: Ask yourself: "What is this food being compared to?"
- Tip: Use the nutrition information to help you decide if it a good choice for YOU

NO MSG ADDED*

*Except that which occurs naturally in yeast extract and hydrolyzed vegetable proteins.



120 CALORIES PER SERVING

SEE NUTRITION INFORMATION FOR SODIUM CONTENT

NET WT. 18.5 OZ (1 LB 2.5 OZ) 524g



Ingredients: Beef Broth, Cooked Beef, Potatoes, Carrots, Tomatoes, Green Beans, Onions, Modified Food Starch. **Contains Less Than 2% of:** Water, Sugar, Soy and Corn and Wheat Proteins (hydrolyzed), Salt, Sherry Wine with Potassium Sorbate (preservative), Potassium Chloride, Juice Concentrates (carrot, celery, lettuce, red beet, spinach, parsley, watercress, citric acid, natural flavor), Onion Powder, Corn Oil, Caramel Color, Yeast Extract, Garlic Powder, Spice, Dried Parsley, Sodium Phosphate, Citric Acid, Natural Flavor, Calcium Chloride.

CONTAINS SOY AND WHEAT INGREDIENTS.

DIST. BY PROGRESSO FOODS DIVISION, GENERAL MILLS CEREALS, LLC, MINNEAPOLIS, MN 55440 USA

Exchanges: 1 Starch, 1/2 Vegetable, 1/2 Lean Meat
Based on American Dietetic Association and American Diabetes Association criteria

Visit our website at www.ProgressoSoup.com

Nutrition Facts

Serving Size 1 cup (249g)
Servings Per Container about 2

Amount Per Serving
Calories 120 **Calories from Fat** 15

	% Daily Value*
Total Fat 2g	3%
Saturated Fat 1g	4%
Trans Fat 0g	
Polyunsaturated Fat 0g	
Monounsaturated Fat 1g	

Cholesterol 15mg	6%
Sodium 690mg	29%
Potassium 530mg	15%
Total Carbohydrate 18g	6%
Dietary Fiber 2g	7%
Sugars 5g	

Protein 8g	
Vitamin A 20% • Vitamin C 0%	
Calcium 2% • Iron 6%	

* Percent Daily Values are based on a 2,000 calorie diet.

*Except that which occurs naturally in yeast extract and hydrolyzed vegetable proteins.
30% LESS SODIUM** THAN PROGRESSO TRADITIONAL BEEF & VEGETABLE
WHILE MANY FACTORS AFFECT HEART DISEASE, DIETS LOW IN SATURATED FAT AND CHOLESTEROL MAY REDUCE THE RISK OF THIS DISEASE.



NET WT. 18.5 OZ (1 LB 2.5 OZ) 524g



Ingredients: Beef Broth, Cooked Beef, Carrots, Potatoes, Tomatoes, Green Beans, Onions. **Contains Less Than 2% of:** Modified Food Starch, Water, Sugar, Soy and Corn and Wheat Proteins (hydrolyzed), Sherry Wine with Potassium Sorbate (preservative), Potassium Chloride, Salt, Juice Concentrates (carrot, celery, lettuce, red beet, spinach, parsley, watercress, citric acid, natural flavor), Onion Powder, Corn Oil, Sea Salt, Garlic Powder, Spice, Caramel Color, Yeast Extract, Dried Parsley, Sodium Phosphate, Natural Flavor, Citric Acid, Calcium Chloride.

CONTAINS SOY AND WHEAT INGREDIENTS.
DIST. BY PROGRESSO FOODS DIVISION, GENERAL MILLS CEREALS, LLC, MINNEAPOLIS, MN 55440 USA

** Sodium content has been reduced from 690mg to 480mg per serving.



Exchanges: 1 Starch, 1/2 Vegetable, 1/2 Lean Meat
Based on American Dietetic Association and American Diabetes Association criteria

Visit our website at www.ProgressoSoup.com

Nutrition Facts

Serving Size 1 cup (249g)
Servings Per Container about 2

Amount Per Serving
Calories 110 **Calories from Fat** 25

	% Daily Value*
Total Fat 2.5g	4%
Saturated Fat 1g	5%
Trans Fat 0g	
Polyunsaturated Fat 0g	
Monounsaturated Fat 1g	

Cholesterol 15mg	6%
Sodium 480mg	20%
Potassium 560mg	16%
Total Carbohydrate 16g	5%
Dietary Fiber 1g	6%
Sugars 4g	

Protein 7g	
Vitamin A 20% • Vitamin C 0%	
Calcium 2% • Iron 6%	

* Percent Daily Values are based on a 2,000 calorie diet.



Better if used by date on can end 3343543315

Fancy Endorsements

- **Trap:** Don't assume it is always a better product just because it has an endorsement
 - These products usually cost more
- **Strategy:** Use the nutrition information to decide if it is a good choice for YOU
- **Tip:** Ignore these completely!



American Heart Association

Products displaying the heart-check mark meet American Heart Association food criteria for saturated fat and cholesterol for healthy people over age 2.

heartcheckmark.org



Simple Tips

- Ignore the front-of-package claims and skip right to the food label and ingredient list
- Pay close attention to the first few ingredients
- Look for products with short ingredient lists
- Quickly scan the food label to view key nutrients
- Be willing to spend a few extra minutes in the grocery store

For more information, refer to pages 44-46 in your
Healthier at Home book.

Questions?