

Using the New Nutrition Facts Label

- Bulletin Board
- Created by Alyssa Tripp, SIU Dietetic Intern
- Resources:
 - 1) Nutrition Facts Label Programs and Materials. *U.S. Food & Drug Administration*. Retrieved February 12, 2018 from <https://www.fda.gov/Food/LabelingNutrition/ucm20026097.htm>
 - 2) Read the Food Label. *USDA ChooseMyPlate*. Retrieved February 12, 2018 from <https://www.fda.gov/Food/LabelingNutrition/ucm20026097.htm>

This slide is not intended to be used on the bulletin board, but as a visual guide of how the board might be set up.

New and Improved Nutrition Facts Label

Check out the Changes:

Servings

Updated to reflect what people actually eat and drink:

Serving size – the amount of food that is normally eaten at one time

Servings per container – total number of servings in the package

↓ Lift for More! ↓

% Daily Values

The amount a nutrient in 1 serving of food adds to your daily diet

Use % Daily Values (DV) to decide if a serving of food is high or low in a nutrient

↓ Lift for More! ↓



Nutrition Facts
 2 servings per container
 Serving size 1 cup (140g)
 Amount per serving
Calories 160

	% Daily Value
Total Fat 10g	20%
Saturated Fat 5g	10%
Trans Fat 0g	0%
Cholesterol 5mg	10%
Sodium 100mg	2%
Total Carbohydrate 21g	4%
Dietary Fiber 3g	6%
Total Sugars 12g	24%
Protein 4g	8%
Vitamin D 200IU	4%
Calcium 200mg	4%
Iron 10mg	20%
Potassium 100mg	2%

Calories

Now larger & bolder!

Calories - How much energy you get from one serving of the food.

↓ Lift for More! ↓

Changes with Nutrients

New:

- **“Added” Sugars**
◦ Limit to no more than 10% each day
- **Vitamin D & Potassium**
◦ Most people don’t get enough of these each day!

Removed: Vitamins A & C

What is a nutrient? Found in the foods we eat, nutrients are needed for the growth and repair of our body.

Carbohydrate	Fat	Protein
Water	Vitamins	Minerals

How Would You Choose WIC Juice?

Correct Label



New Label



New

Facts

Nutrition

Label



**Check
out the
Changes:**

Nutrition Facts

2 servings per container

Serving size 1 cup (140g)

Amount per serving

Calories **160**

% Daily Value*

Total Fat 8g **10%**

Saturated Fat 3g **15%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 60mg **3%**

Total Carbohydrate 21g **8%**

Dietary Fiber 3g **11%**

Total Sugars 15g

Includes 5g Added Sugars **10%**

Protein 3g

Vitamin D 5mcg **25%**

Calcium 20mg **2%**

Iron 1mg **6%**

Potassium 230mg **4%**

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.





Nutrition Facts

8 servings per container

Serving size 2/3 cup (55g)

Servings

Updated to reflect what people actually eat and drink:

Serving size – the amount of food that is normally eaten at one time

Servings per container – total number of servings in the package

↓ **Lift for More!** ↓

Serving sizes that changed:

- Ice cream – ½ cup to 1 cup
- Soda – 8 ounces to 12 ounces
- Yogurt – 8 ounces to 6 ounces



Amount per serving

Calories

230

Calories

Now larger & bolder!

Calories - How much energy you get from one serving of the food.

↓ **Lift for More!** ↓

How can you tell if the amount of calories is a little or a lot?

Remember the Rule!

- **100 calories/serving – moderate**
- **400 calories/serving - high**

**What is a
nutrient?**

Found in the foods we eat,
nutrients grow and repair
of our body.

Carbohydrate

Fat

Protein

Water

Vitamins

Minerals

	% Daily Value*
Total Fat 8g	10%
Saturated Fat 1g	5%
<i>Trans Fat</i> 0g	

% Daily Values

This is a guide to the nutrients in one serving of food.

Use % Daily Values (DV) to decide if a serving of food is high or low in a nutrient

↓ **Lift for More!** ↓

To decide if a food is high or low in a nutrient – *Remember the Rule!*

- **5% DV or less per serving = Low**
 - **Get less fat, cholesterol, sodium, and added sugar**
- **20% DV or more/serving = High**
 - **Get more fiber, vitamin D, calcium, iron, and potassium**

A large, black-outlined thought bubble with a scalloped edge. Inside the bubble, the text "How Would You Choose WIC Juice?" is written in a bold, blue, sans-serif font. The bubble has three smaller circles of decreasing size leading down from its bottom center, suggesting a thought process.

**How Would
You Choose
WIC Juice?**

Current Label

- must be 100% juice and have 120% or more Vitamin C

To help you choose the right juice:

- 1 Find the Nutrition Facts Label
- 2 Find the % Daily Value Column
- 3 Find Vitamin C
- 4 Is 120% or more listed?

CONTAINS 100% JUICE	
Nutrition Facts	
Serving Size 8 FL. OZ. (240mL)	
Servings Per Container 6	
Amount Per Serving	
Calories 140	
	% Daily Value*
Total Fat 0g	0%
Sodium 15mg	1%
Potassium 140mg	4%
Total Carbohydrate 38g	13%
Sugars** 36g	
Protein <1g	
Vitamin C 120%	Calcium 2%
Magnesium 6%	Manganese 20%
Not a significant source of Fat Cal, Sat Fat, Trans Fat, Cholesterol, Fiber, Vitamin A and Iron.	
*Percent Daily Values are based on a 2,000 calorie diet.	

New Label

- must be 100% juice and have 80% or more Vitamin C

To help you choose the right juice:

- 1 Find the Nutrition Facts Label
- 2 Find the % Daily Value Column
- 3 Find Vitamin C
- 4 Is 80% or more listed?

CONTAINS 100% JUICE	
Nutrition Facts	
6 servings per container	
Serving size 8 fl oz (240 ml)	
Amount Per Serving	
Calories 110	
	%DV*
Total Fat 0g	0%
Sodium 30mg	1%
Total Carbohydrate 28g	10%
Total Sugars 28g	
Protein 0g	
Potassium 260mg	6%
Vitamin C 78mg	90%
Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, added sugars, vitamin D, calcium and iron.	
* %DV = % Daily Value	

Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

Changes with Nutrients

New:

“Added” Sugars

- Limit to no more than 10% each day

Vitamin D & Potassium

- Most people don't get enough of these each day!

Removed: Vitamins A & C

↓ Lift for More! ↓

Nutrients to get less of:

- Saturated Fat
- Trans Fat
- Sodium
- Added Sugar

Diets high in these can increase the risk of high blood pressure, heart disease, and diabetes

Nutrients to get more of:

- Dietary Fiber
- Vitamin D
- Calcium
- Iron
- Potassium

Diets high in these can decrease the risk of high blood pressure, heart disease, osteoporosis, and anemia

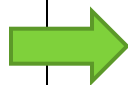
Using the New Nutrition Facts Label

Name: _____

Date: _____

I can use serving sizes on the food label to...

- Help me decide how much of the food I should eat.
- Help me control my portion sizes.
- Help me decide which food is a better deal when shopping.

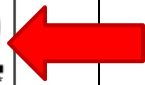


Nutrition Facts	
2 servings per container	
Serving size	1 cup (140g)
Amount per serving	
Calories	160
	% Daily Value*
Total Fat 8g	10%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 60mg	3%
Total Carbohydrate 21g	8%
Dietary Fiber 3g	11%
Total Sugars 15g	
Includes 5g Added Sugars	10%
Protein 3g	
Vitamin D 5mcg	25%
Calcium 20mg	2%
Iron 1mg	6%
Potassium 230mg	4%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

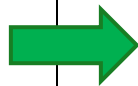
I can use calories on the food label to...

- Help me pick the healthier option between 2 foods.
- Help me keep track of the calories I eat each day.
- Help me decide if a food has low, moderate, or high calories per serving.



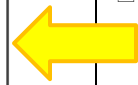
I can use the nutrients on the food label to...

- Help me pick the foods that have more healthy nutrients.
- Make my diet more healthy overall.
- Help me notice the amount of nutrients that are in my food.



I can use the Daily Values on the food label to...

- Make sure I am getting enough of the nutrients I need to be healthy.
- Help me pick foods with more healthy nutrients.
- Help me see if the food I choose is high in healthy nutrients.



Would you like to talk to a WIC Nutritionist/Nurse today?

Yes No

For more information on using the food label to choose healthy foods, visit:

www.fda.gov/Food/GuidanceRegulation or

www.choosemyplate.gov/budget-food-label