

Consumer Health How to read Food Labels

Lessons you can use for the rest of your life

Modified by Robert Bartholomew & M. Martin – original PPT created by Julie Albrecht, Carol Schwarz
& Alice Henneman of the University of Nebraska

Lesson 1:

How to Read Food Labels

Success criteria:

Students will become familiar key terms and concepts pertaining to food labels and they will be able to recite key definitions and ideas by the end of the week.

Why are food labels important?

Food labels are a legal requirement and are important. They **help consumers make informed choices about the food they buy**, help them to store and use it safely and allow people to plan when they will consume it – all of which reduce food waste.

Task: Go to:

<https://www.foodmag.com.au/six-reasons-why-food-labeling-is-important/>

and in your Red Books under the heading '6 Reasons why Food Labeling is Important,' write down a 1 to 2 sentence summary – in your own words - for each of the reasons.

Week 2 Lesson 2

Read slides 5 to 22.

Take your time and do not rush. The answers are provided for you.

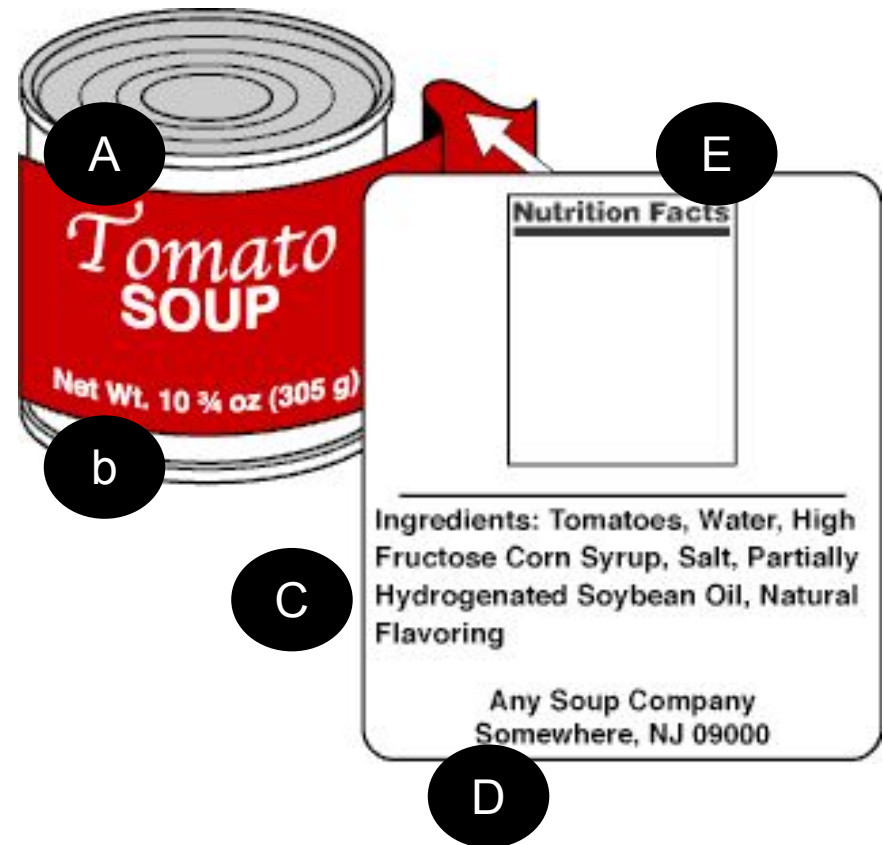
The goal of this lesson is to gain a basic understanding of food labels.

Read slides 25, 26 & 27 which compare old food labels with the new ones. Now look at slides 28, 29 and 30. List the 3 examples of changes to food labels and why they were made.

Write the answers in your **Red Book** under the heading 'The New Food Label Changes.'

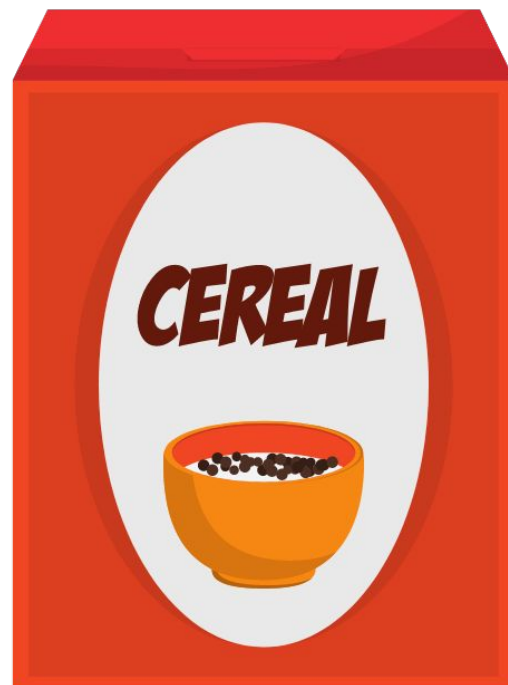
Required Information on All Food Labels

- A. A statement of identity
- B. A net weight or contents statement
- C. An ingredient statement
- D. A statement that gives the name and place of business of the product's manufacturer, packer, or distributor
- E. The Nutrition Facts label



Statement of Identity

- Describes the product
- Common name of the food



What is the statement of identity for these products?



What is the statement of identity for these products?



cream
cheese



granola
bars

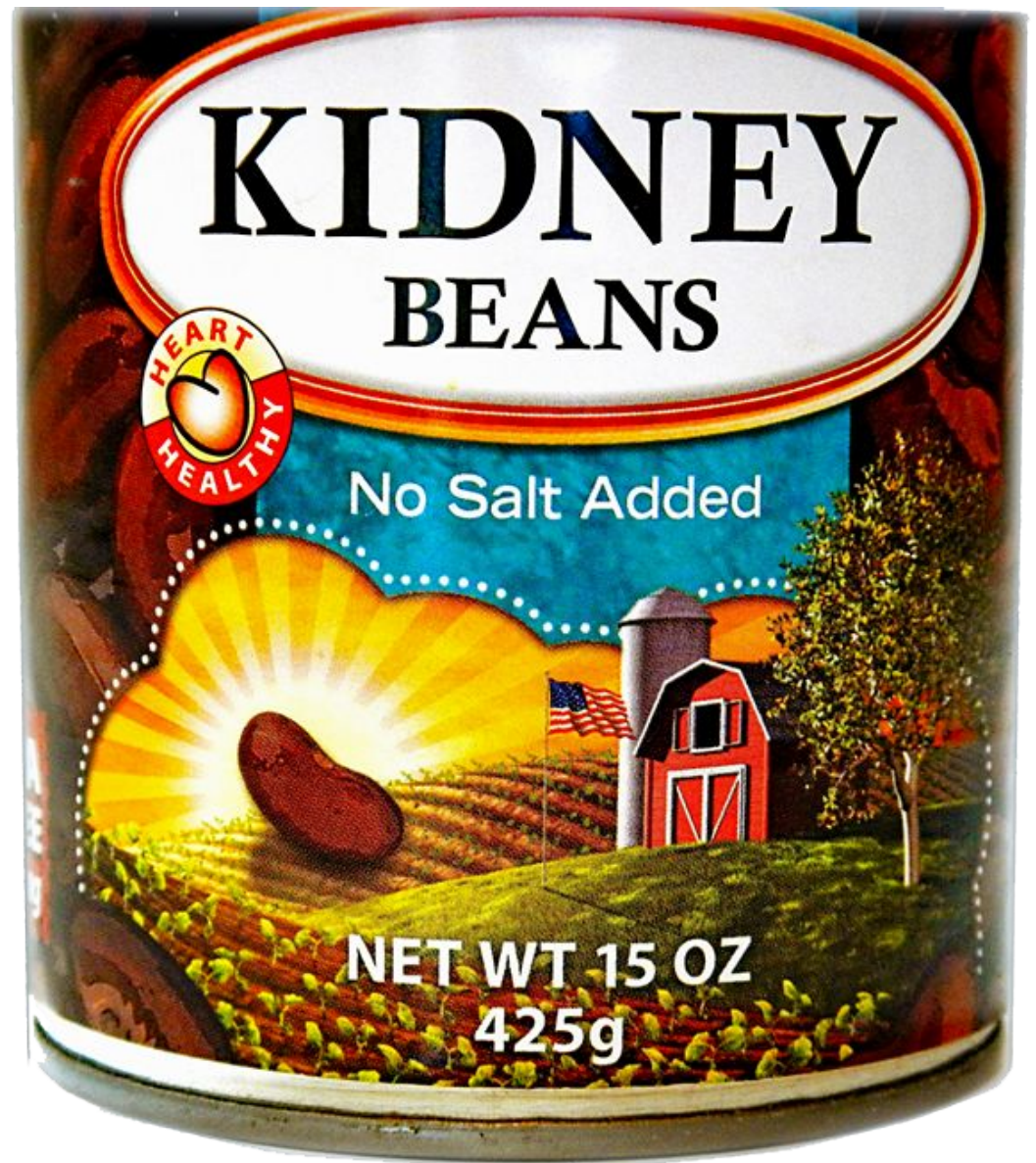
Net Weight or Contents Statement

The edible product
is listed:

- By weight,
volume or
numerical count
- In English and
metric units



**Find the
Net Weight**



Find the
Net Weight



Image source: Photo by Alice Henneman

N
EXTENSION

Ingredient Statement

Ingredients are listed:

- Below the Nutrition Facts panel
- By common name in descending order by weight



In your **Red Book** write down the definition for the following term:

- Descending order:

Which of these ingredient statements lists sugar as its largest ingredient by weight?

Ingredients: wheat flour, whole oat flour, corn syrup, sugar, soybean and palm oil ...

Ingredients: sugar, whole grain corn flour, wheat flour, whole oat flour, oat fiber, soluble corn fiber, vegetable oil ...

Ingredients: water, vegetable oils, sugar, vinegar, modified starch, wheat starch, salt ...

Which of these ingredient statements lists sugar as its largest ingredient by weight?

Ingredients: wheat flour, whole oat flour, corn syrup, sugar, soybean and palm oil ...

Ingredients: sugar, whole grain corn flour, wheat flour, whole oat flour, oat fiber, soluble corn fiber, vegetable oil ...

Ingredients: water, vegetable oils, sugar, vinegar, modified starch, wheat starch, salt ...

Ingredient Statement & Allergen Labeling

Eight allergens must
be identified:

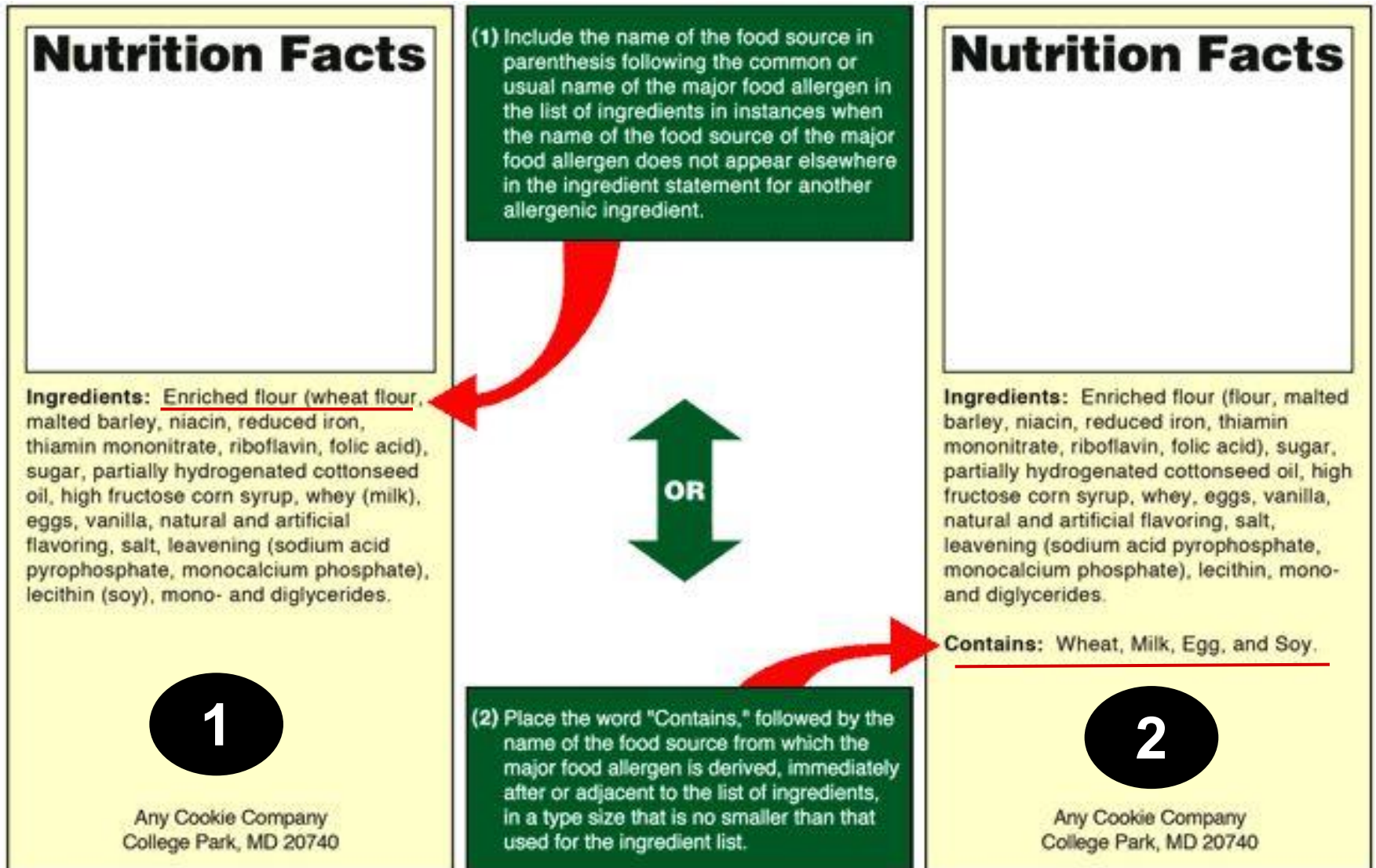
- Eggs
- Milk
- Wheat
- Soy
- Peanuts
- Type of Tree nuts
- Type of Fish
- Type of Shellfish



Write down the following
Definition:

- Allergen

Two Ways of Labeling Allergens



Find the Allergen

Within the **ingredients** list:

1

Ingredients: apples, pie crust [flour (wheat), shortening, liquid albumen (egg), salt], sugar, flour lemon juice, whole milk, cinnamon. May contain pecans.

Using a **contains** statement:

2

Ingredients: apples, pie crust [flour, shortening, liquid albumen, salt], sugar, flour lemon juice, whole milk, cinnamon.

Contains: Wheat, Egg, Milk. May contain pecans.

Find the Allergen

Source of example: Jennifer Miner, Canadian Food Inspection Agency at FSIS Public Meeting on Allergens

Within the **ingredients** list:

1

Ingredients: apples, pie crust [**flour (wheat)**, shortening, **liquid albumen (egg)**, salt], sugar, flour lemon juice, whole **milk**, cinnamon.

May contain pecans.

Using a **contains** statement:

2

Ingredients: apples, pie crust [flour, shortening, liquid albumen, salt], sugar, flour lemon juice, whole milk, cinnamon.

Contains: Wheat, Egg, Milk.
May contain pecans.

Statement with Name and Place of Business

The statement
can be of the
product's:

- Manufacturer
- Packer or
- Distributor

BRAN, SUGAR, BROWN SUGAR SYRUP, CONTAINS 2% OR LESS OF SALT, MALTED BARLEY SYRUP.

VITAMINS AND MINERALS: POTASSIUM CHLORIDE, NIACINAMIDE, ZINC OXIDE, REDUCED IRON, VITAMIN A PALMITATE, PYRIDOXINE HYDROCHLORIDE (VITAMIN B₆), RIBOFLAVIN (VITAMIN B₂), THIAMIN MONONITRATE (VITAMIN B₁), FOLIC ACID, VITAMIN D, VITAMIN B₁₂.

CONTAINS: WHEAT

DISTRIBUTED BY HY-VEE, INC.
WEST DES MOINES, IA 50266

SATISFACTION GUARANTEED
CALL 1-800-289-8343

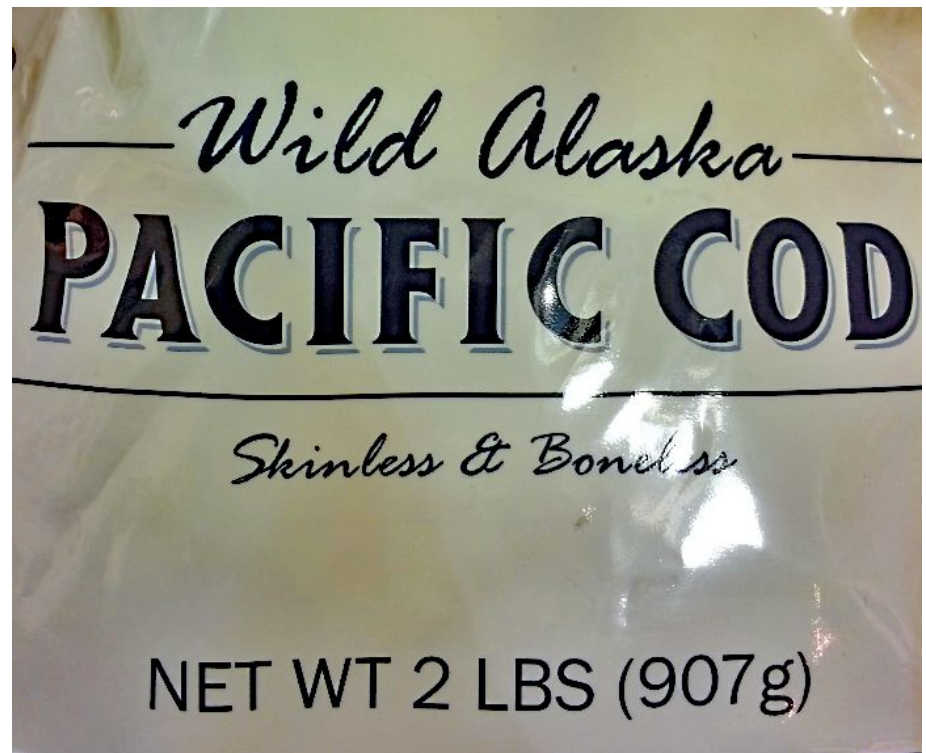
distributor:
HY-VEE

Country of Origin

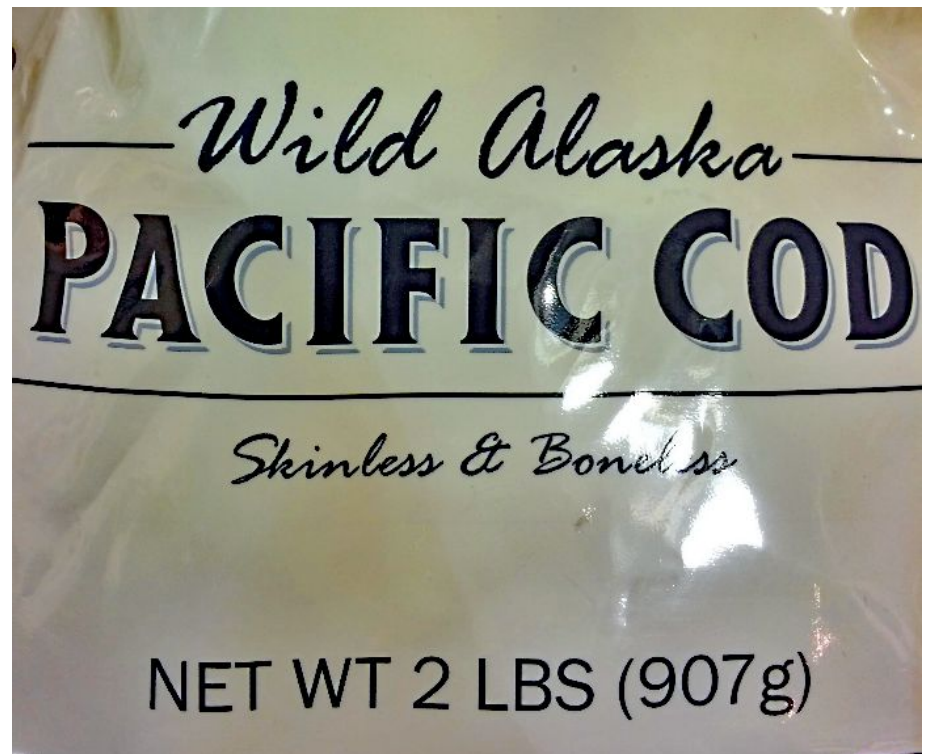
Required by U.S. Customs and Border Protection for imported foods



What is the country of origin on this label?



What is the country of origin on this label?



Nutrition Facts

8 servings per container

Serving size 2/3 cup (55g)

Amount per serving

Calories **230**

% Daily Value*

Total Fat 8g **10%**

Saturated Fat 1g **5%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 160mg **7%**

Total Carbohydrate 37g **13%**

Dietary Fiber 4g **14%**

Total Sugars 12g

Includes 10g Added Sugars **20%**

Protein 3g

Vitamin D 2mcg **10%**

Calcium 260mg **20%**

Iron 8mg **45%**

Potassium 235mg **6%**

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



The Facts about the Nutrition Facts Label

Interpreting Labels

Nutrition Facts Label

Original Label

Nutrition Facts

Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving

Calories 230 Calories from Fat 72

% Daily Value*

Total Fat 8g **12%**

Saturated Fat 1g **5%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 160mg **7%**

Total Carbohydrate 37g **12%**

Dietary Fiber 4g **16%**

Sugars 1g

Protein 3g

Vitamin A 10%

Vitamin C 8%

Calcium 20%

Iron 45%

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

New Label

Nutrition Facts

8 servings per container
Serving size 2/3 cup (55g)

Amount per serving

Calories **230**

% Daily Value*

Total Fat 8g **10%**

Saturated Fat 1g **5%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 160mg **7%**

Total Carbohydrate 37g **13%**

Dietary Fiber 4g **14%**

Total Sugars 12g

Includes 10g Added Sugars **20%**

Protein 3g

Vitamin D 2mcg 10%

Calcium 260mg 20%

Iron 8mg 45%

Potassium 235mg 6%

* The % Daily Value (DV) tells you how much a nutrient in
a serving of food contributes to a daily diet. 2,000 calories
a day is used for general nutrition advice.

Nutrition Facts Label Changes

Servings:
larger,
bolder type

New:
added sugars

Change
in nutrients
required

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Serving sizes
updated

Calories:
larger type

Updated
daily
values

Actual
amounts
declared

New
footnote

WHY the changes?

- New science is available to help consumers make decisions about food
- Daily values updated to the 2015-2020 Dietary Guidelines

Serving size based on what people actually eat

Added sugars are listed – Americans are consuming too much sugar

Vitamin D and Potassium are added – many do not get enough

Serving Size Changes

What's considered a single serving has changed in the decades since the original nutrition label was created. So now serving sizes will be more realistic to reflect how much people typically eat at one time.

CURRENT SERVING SIZE



NEW SERVING SIZE



Labeling Single-Serving Packages



Week 2 Lesson 3

Dodgy Health Claims

Task 1: Add the definition of the word 'dodgy' in your **Red Books** (look it up online).

Task 2: Write the definitions of 'Gluten Free,' 'Healthy,' & 'Natural' in your **Red Books** (see slide 33).

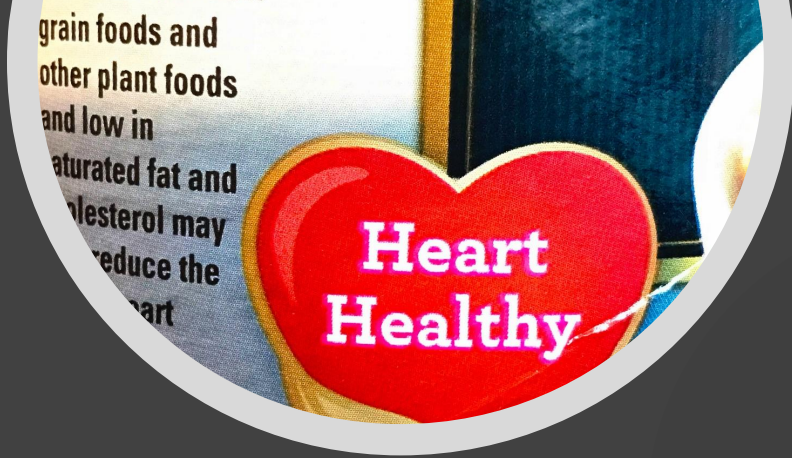
Task 2: Read slides 35-45. When done, write down what is the difference between an 'Authorized Health Claim,' and a 'Qualified Health Claim.'



20,679* Physicians
say “**LUCKIES**
are less irritating”

“**It's toasted**”

Your Throat Protection against irritation against cough



What is the difference between Natural, Healthy & Gluten Free?



Nutrition-Related Label Terms

Gluten Free, Without Gluten, Free of Gluten, or No

Gluten: Foods cannot contain wheat, rye, barley or cross breeds of these grains

Healthy: Current guidance by FDA is that manufacturers can use the term on foods that meet one of these definitions): Food not low in total fat but has fat profile of mostly mono and polyunsaturated fats OR contains at least 10% of the Daily Value of potassium or Vitamin D per reference amount commonly consumed.

Natural: Currently no definition

Label Examples: Natural, Healthy, Gluten Free



Health Claims

1

A Health Claim describes a relationship between a food, food component or dietary supplement AND a reduced risk for a specific disease or health condition.

2

Health Claims are based on extensive research.

“Authorized” Health Claims

- There must be significant scientific agreement among qualified experts that the claim is supported by scientific evidence for a substance/disease relationship.
- The authorized health must contain the elements of a substance and a disease or health-related condition.

Examples of “Authorized” Health Claims

- “Diets low in *sodium* may reduce the risk of high blood pressure, a disease associated with many factors.”
- “Healthful diets with adequate folate may reduce a woman's risk of having a child with a brain or spinal cord birth defect.”
- “Development of cancer depends on many factors. Eating a diet low in fat and high in fruits and vegetables, foods that are low in fat and may contain vitamin A, vitamin C, and dietary fiber, may reduce your risk of some cancers. Oranges, a food low in fat, are a good source of fiber and vitamin C.”


“Qualified” Health Claims

- Qualified health claims are supported by SOME scientific evidence, but do not meet the more rigorous “significant scientific agreement” standard required for an authorized health claim. Many scientists don’t accept the claim.
- They must be accompanied by a disclaimer or other qualifying language to accurately communicate to consumers the level of scientific evidence supporting the claim.

Examples of “Qualified” Health Claims

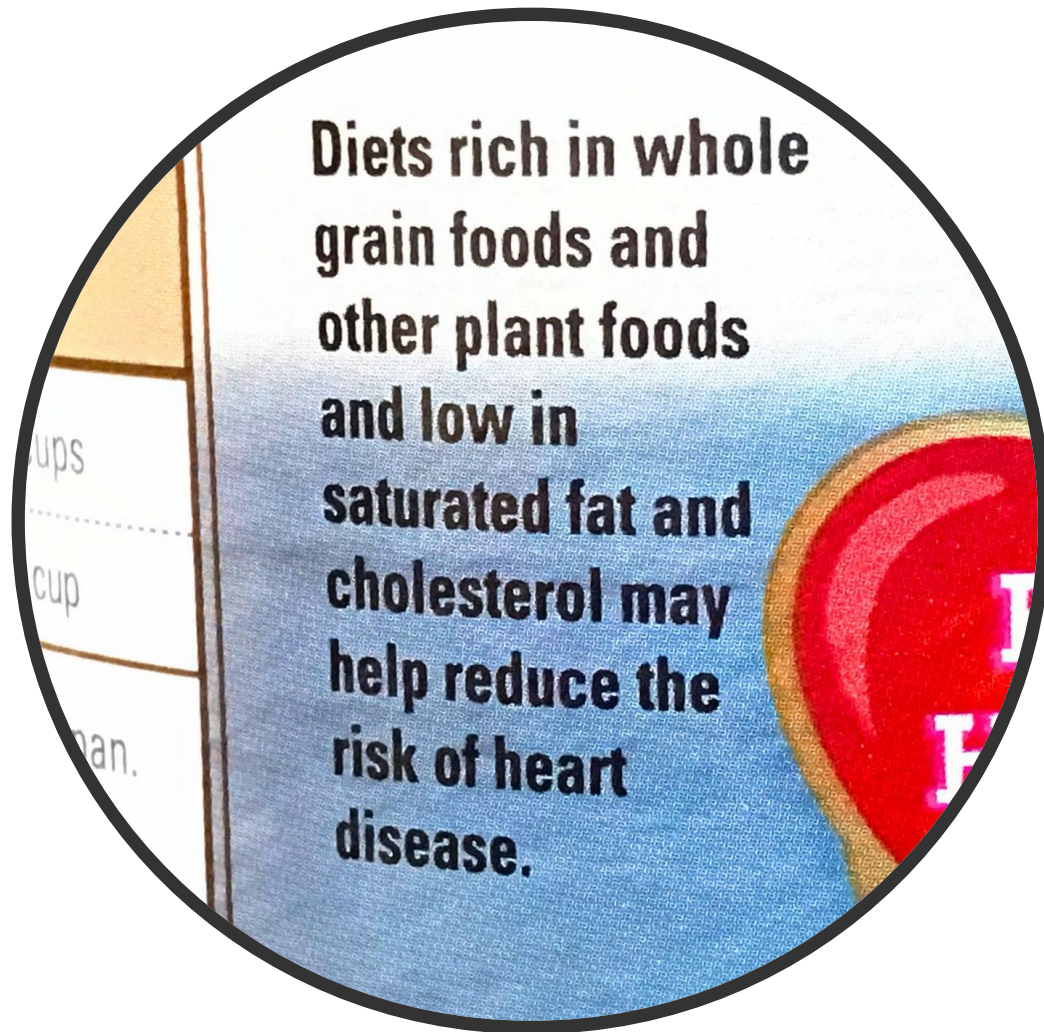
- “Scientific evidence suggests, but does not prove, that whole grains (three servings or 48 grams per day), as part of a low saturated fat, low cholesterol diet, may reduce the risk of diabetes mellitus type 2.”
- “Supportive but not conclusive scientific evidence suggests that daily consumption of about 1½ tablespoons (20 grams) of oils containing high levels of oleic acid, may reduce the risk of coronary heart disease. To achieve this possible benefit, oleic acid-containing oils should replace fats and oils higher in saturated fat and not increase the total number of calories you eat in a day. One serving of [x] oil provides [x] grams of oleic acid (which is [x] grams of monounsaturated fatty acid).”

Is This an “Authorized” or a “Qualified” Health Claim and Why?



Diets rich in whole grain foods and other plant foods and low in saturated fat and cholesterol may help reduce the risk of heart disease.

Is This an “Authorized” or a “Qualified” Health Claim and Why?



Authorized
health
claim

Is This an “Authorized” or a “Qualified” Health Claim and Why?



Image source: Photo by Alice Henneman

Is This an “Authorized” or a “Qualified” Health Claim and Why?



Authorized
health
claim

Is This an “Authorized” or a “Qualified” Health Claim and Why?

LIMITED AND NOT CONCLUSIVE SCIENTIFIC EVIDENCE SUGGESTS THAT EATING ABOUT 1-1/2 TBSP (19 GRAMS) OF CANOLA OIL DAILY MAY REDUCE THE RISK OF CORONARY HEART DISEASE DUE TO THE UNSATURATED FAT CONTENT IN CANOLA OIL. TO ACHIEVE THIS POSSIBLE BENEFIT, CANOLA OIL IS TO REPLACE A SIMILAR AMOUNT OF SATURATED FAT AND NOT INCREASE THE TOTAL NUMBER OF CALORIES YOU EAT IN A DAY.

Is This an “Authorized” or a “Qualified” Health Claim and Why?

LIMITED AND NOT CONCLUSIVE SCIENTIFIC EVIDENCE SUGGESTS THAT EATING ABOUT 1-1/2 TBSP (19 GRAMS) OF CANOLA OIL DAILY MAY REDUCE THE RISK OF CORONARY HEART DISEASE DUE TO THE UNSATURATED FAT CONTENT IN CANOLA OIL. TO ACHIEVE THIS POSSIBLE BENEFIT, CANOLA OIL IS TO REPLACE A SIMILAR AMOUNT OF SATURATED FAT AND NOT INCREASE THE TOTAL NUMBER OF CALORIES YOU EAT IN A DAY.

Qualified
Health
Claim

Homework

- Make sure that your **Red Books** are up to date.