



LIPIDS & LABELS

**Making the most of the information
on the label**

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Objectives

- Increase awareness of the components of heart healthy eating
- Learn how to decipher the information available on nutrition facts label
- Gain knowledge about nutrient claims
- Gain knowledge about health claims
- Increase awareness of point of purchasing programs

What is heart healthy eating ?

- Less saturated and trans fats
- A diet rich in vegetables, fruit, whole grains, legumes, nuts, fish and lean protein
- Emphasis on healthy fats rich in monounsaturated and polyunsaturated oils including omega 3 fatty acids
- Less cholesterol, sodium, sugar, and refined carbohydrates

How much total fat?





- **Total fat: 20% to 35% of energy**

1500 calories = 33g – 58g fat/day

2000 calories = 44g – 78g fat/day

5 grams of fat = 1 tsp fat

Are all fats created equal?

	The Good	The Bad	The Ugly
			
State at room temperature	Liquid	Solid	Solid
Types of fat 	Mono-unsaturated Poly-unsaturated	Saturated	Trans

How much saturated fat?

- Saturated fat (as low as possible)

7% of energy or less

1500 calories = 12g or less/day

2000 calories = 16g or less/day

How much trans fat?

- **Trans fat:** “As low as possible”

Less than 1% of energy

1500 calories – Less than 1.7g/day

2000 calories – Less than 2.2g/day

How much fibre?

Canadian adults

■ 50 years and younger:

Men 38g/day

Women 25g/day

■ Over 51 years:

Men 30g/day

Women 21g/day

What is the maximum amount of sodium Canadian's should be consuming?

Tolerable upper intake level:
2300 mg sodium/day



Labels, Labels, Labels

Nutrition claims

There are two types of nutrition claims:

- 1) **Nutrient content claims** tell you about one nutrient such as sodium, fat or sugar.
- 2) **Health claims** tell you how your diet can affect your health.



Nutrition Facts table

The Nutrition Facts table provides you with information on the Calories and 13 nutrients for the serving size shown.

Nutrition Facts	
Per 1/2 cup (125 mL)	
Amount	% Daily Value
Calories 70	
Fat 0 g	0 %
Saturated 0 g	0 %
+ Trans 0 g	
Cholesterol 0 mg	
Sodium 5 mg	0 %
Carbohydrate 17 g	6 %
Fibre 3 g	12 %
Sugars 14 g	
Protein 0 g	
Vitamin A 0 %	Vitamin C 4 %
Calcium 0 %	Iron 4 %

Ingredient list

The ingredient list tells you what ingredients are in a packaged food.

Ingredients

- Ingredients are listed by weight, from most to least

Bread #1

Ingredients: enriched flour, water, rye meal, yeast, salt

vs.

Bread #2

Ingredients: whole wheat flour including the germ, water, sugar, yeast, salt

Label Reading Terms

	Heart Healthy:	Artery Clogging :
I	■ Canola oil	■ Partially hydrogenated oils
N	■ Safflower oil	■ Fully hydrogenated oils
G	■ Sunflower oil	■ Vegetable shortening
R	■ Olive oil	■ Coconut oil
E	■ Soybean oil	■ Palm oil
D	■ Non	■ Cocoa Butter
I	hydrogenated	■ Lard
E	margarine	■ Butter
N		
T		

Take 5 to read the facts

Got 5 minutes? Follow these 5 easy steps to read the Nutrition Facts table.

1. Serving Size

Does the serving make sense to what you would eat?

Compare the serving size to the package size?

Nutrition Facts			
Per 1 cup (55 g)			
Amount	% Daily Value		
Calories	220		
Fat	2 g		3 %
Saturated	0 g		0 %
+ Trans	0 g		
Cholesterol	0 mg		
Sodium	270 mg		11 %
Carbohydrate	44 g		15 %
Fibre	8 g		32 %
Sugars	16 g		
Protein	6 g		
Vitamin A	0 %	Vitamin C	0 %
Calcium	4 %	Iron	40 %

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2. Calories

Calories tell you how much energy you get from one serving

Nutrition Facts	
Per 1 cup (55 g)	
Amount	% Daily Value
Calories 220	
Fat 2 g	3 %
Saturated 0 g	0 %
+ Trans 0 g	
Cholesterol 0 mg	
Sodium 270 mg	11 %
Carbohydrate 44 g	15 %
Fibre 8 g	32 %
Sugars 16 g	
Protein 6 g	
Vitamin A 0 %	Vitamin C 0 %
Calcium 4 %	Iron 40 %

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3. Percent Daily Value (% Daily Value)

Can be used to tell us if there is a
little or a lot of a nutrient in one
serving

Eg. $2\text{g fat} \div 65\text{g fat} \times 100 = 3\%$
Daily Value

Nutrition Facts	
Per 1 cup (55 g)	
Amount	% Daily Value
Calories 220	
Fat 2 g	3 %
Saturated 0 g	0 %
+ Trans 0 g	
Cholesterol 0 mg	
Sodium 270 mg	11 %
Carbohydrate 44 g	15 %
Fibre 8 g	32 %
Sugars 16 g	
Protein 6 g	
Vitamin A 0 %	Vitamin C 0 %
Calcium 4 %	Iron 40 %

Targets for % Daily Values

- Saturated and trans fats - 10% or less
- Fat, sodium and cholesterol – 5% or less
- Fibre, iron and calcium – 15% or more

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4. Get less of these nutrients

- **Fat, saturated fat and trans fat**
- **Cholesterol**
- **Sodium**

Nutrition Facts	
Per 1 cup (55 g)	
Amount	% Daily Value
Calories 220	
Fat 2 g	3 %
Saturated 0 g	0 %
+ Trans 0 g	
Cholesterol 0 mg	
Sodium 270 mg	11 %
Carbohydrate 44 g	15 %
Fibre 8 g	32 %
Sugars 16 g	
Protein 6 g	
Vitamin A 0 %	Vitamin C 0 %
Calcium 4 %	Iron 40 %

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5. Get more of these nutrients

- Fibre
- Vitamin A and Vitamin C
- Calcium
- Iron

Nutrition Facts	
Per 1 cup (55 g)	
Amount	% Daily Value
Calories 220	
Fat 2 g	3 %
Saturated 0 g	
+ Trans 0 g	0 %
Cholesterol 0 mg	
Sodium 270 mg	11 %
Carbohydrate 44 g	15 %
Fibre 8 g	32 %
Sugars 16 g	
Protein 6 g	
Vitamin A 0 %	Vitamin C 0 %
Calcium 4 %	Iron 40 %

Nutrient Content Claims

Key words	Meaning of the claim
Low in fat	3g or less fat per serving
Low in saturated fat	2g or less saturated and trans fat combined per serving
Cholesterol free	Less than 2g of cholesterol and should be low in saturated fat. *Not necessarily low in total fat.

Nutrition Claims

Key Words	Meaning of the claim
Salt free/sodium free	less than 5 mg sodium/serving
Low in salt/Low in sodium	25% less sodium than the original product and no more than 140mg sodium per serving
Light	<ul style="list-style-type: none">-In reference to a nutritional characteristic , it is allowed only on foods that are either “reduced in fat” or “reduced in energy.-In reference to a sensory characteristic an explanation must be given

Health Claims

- A healthy diet low in saturated and trans fats may reduce the risk of heart disease.

Labels, Labels, Labels

- Now it's your turn to make a healthy choice by reading labels!



Nutrition Facts #1

Per 125 mL (45g)

Amount % Daily Value

Calories 200

Fat 6.0g 9 %

Saturated Fat 4g 21 %
+ Trans Fat 0g

Cholesterol 0mg

Sodium 50mg 2 %

Carbohydrate 34g 11 %

Fibre 2g 9 %

Sugars 14g

Protein 4g

Vitamin A 0% *Vitamin C* 0%

Calcium 2% *Iron* 6 %

Nutrition Facts #2

Per 250 mL (53g)

Amount % Daily Value

Calories 180

Fat 1.5g 2 %

Saturated Fat 0.3g 1 %
+ Trans Fat 0g

Cholesterol 0mg

Sodium 270mg 11%

Carbohydrate 39g 13%

Fibre 12g 48 %

Sugars 5g

Protein 5g

Vitamin A 0% *Vitamin C* 0%

Calcium 10% *Iron* 50%

Nutrition Facts #1

Per 1 pouch (20g)

<u>Amount</u>	<u>% Daily Value</u>
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Calories 90

Fat 3.5g 6 %

Saturated Fat 3.5g 16 %

+ *Trans Fat* 0g

Cholesterol 0mg

Sodium 85mg 4 %

Carbohydrate 14g 5 %

Fibre 1g 6 %

Sugars 0g

Protein 1g

<i>Vitamin A</i> 0%	<i>Vitamin C</i> 0%
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<i>Calcium</i> 0%	<i>Iron</i> 4%
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Nutrition Facts #2

Per 6.5 cups (43 g)

<u>Amount</u>	<u>% Daily Value</u>
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Calories 220

Fat 12g 19 %

Saturated Fat 2.5g 36 %

+ *Trans Fat* 4.5g

Cholesterol 5mg

Sodium 250mg 10 %

Carbohydrate 26g 9 %

Fibre 4g 16 %

Sugars 0g

Protein 4g

<i>Vitamin A</i> 0%	<i>Vitamin C</i> 0%
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<i>Calcium</i> 0%	<i>Iron</i> 6%
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Point-of-Purchase Nutrition Labeling Programs (POP)

- Help you choose healthier foods at the “point of purchase” or where you buy food .
- They create specific nutrition criteria or guidelines for food.
- Foods that meet these guidelines are labeled with a symbol to help you identify them. Each program uses different symbols and can have different guidelines



HEART &
STROKE
FOUNDATION

FONDATION
DES MALADIES
DU CŒUR

Health Check : Heart and Stroke Foundation

- Not-for-profit food information program open to food companies and restaurants
- Nutrient standards are based on Canada's Food Guide to Healthy eating
- Team of registered dietitians and a volunteer Technical Advisory Committee of independent nutrition experts develop the nutrient standards

Other Point of Purchase Programs

- Safeway: Eat Right TM
- SuperStore: President's Choice Blue MenuTM
- Sobey's: Compliments balance – équilibre
- General Mills: Goodness CornerTM
- PepsiCo: Smart SpotTM
- Kraft: Sensible SolutionsTM

Looking for more practical label reading experience?

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