



Health
Canada

Santé
Canada

Your health and
safety... our priority.

Votre santé et votre
sécurité... notre priorité.

Understanding Nutrition Labelling to Make Informed Food Choices



Nutrition Facts		Valeur nutritive	
Per 100 mL (100 g) / par 100 mL (100 g)			
Amount		% Daily Value	
Teneur		% valeur quotidienne	
Calories / Calories	100		
Fat / Lipides	5 g	10%	
Saturated / saturés	3 g	6%	
+ Trans / trans	0 g	0%	
Cholesterol / Cholestérol	10 mg	20%	
Sodium / Sodium	100 mg	20%	
Carbohydrate / Glucides	10 g	20%	
Fibre / Fibre	1 g	2%	
Sugars / Sucres	5 g	10%	
Protein / Protéines	2 g	4%	
Vitamin A / Vitamine A		10%	
Vitamin C / Vitamine C		10%	
Calcium / Calcium		10%	
Iron / Fer		10%	

Canada

Nutrition information provided on food labels

- Nutrition Facts

Nutrition Facts	
Valeur nutritive	
Per 1 bowl (300 g) / Pour 1 bol (300 g)	
Amount	% Daily Value
Teneur	% valeur quotidienne
Calories / Calories	440
Fat / Lipides	19 g 29 %

- Ingredient List

INGREDIENTS: Whole wheat, wheat bran, sugar/glucose-fructose, salt, malt (corn flour, malted barley), vitamins (thiamine hydrochloride, pyridoxine hydrochloride, folic acid, d-calcium pantothenate), minerals (iron, zinc oxide).

- Nutrition Claims

"Good source of fibre"

- Health Claims

"A healthy diet..."



Since 2005

Nutrition Facts			
Per 125 mL (87 g)			
Amount		% Daily Value	
Calories 80			
Fat 0.5 g		1 %	
Saturated 0 g		0 %	
+ Trans 0 g			
Cholesterol 0 mg			
Sodium 0 mg		0 %	
Carbohydrate 18 g		6 %	
Fibre 2 g		8 %	
Sugars 2 g			
Protein 3 g			
Vitamin A	2 %	Vitamin C	10 %
Calcium	0 %	Iron	2 %

Nutrition Facts:

- Easy to find
- Easy to read
- On most prepackaged foods



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Carbohydrate 18 g		6 %	
Fibre 2 g		8 %	
Sugars 2 g			
Protein 3 g			
Vitamin A	2 %	Vitamin C	10 %
Calcium	0 %	Iron	2 %

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- On most prepackaged foods



What food products have Nutrition Facts?

Almost all prepackaged foods have Nutrition Facts.

Some exceptions are:

- fresh fruit and vegetables;
- raw meat, poultry, fish and seafood;
- foods prepared or processed at the store:
bakery items, sausage, salads;
- foods that contain very few nutrients:
coffee beans, tea leaves, spices;
- alcoholic beverages.



Use Nutrition Facts...

- to easily compare similar foods
- to look for foods with a little or a lot of a specific nutrient
- to select foods for special diets

...to make informed food choices



Nutrition Facts are based on a specific amount of food

Compare this to the amount you eat.

The **specific amount** is:

- listed under the Nutrition Facts title.
- listed in common measures you use at home **and** a metric unit.
- not necessarily a suggested quantity of food to consume.

Nutrition Facts	
Per 3/4 cup (100 g)	
Amount	% Daily Value
Calories 80	
Fat 1 g	1 %
Saturated Fat 0 g + Trans Fat 0 g	0 %
Cholesterol 0 mg	
Sodium 2 mg	0 %
Carbohydrate 15 g	5 %
Fibre 3 g	12 %
Sugars 7 g	
Protein 3 g	
Vitamin A 2 %	Vitamin C 2 %
Calcium 2 %	Iron 4 %



Examples of Specific Amount of Food

Food type	Suggested Serving Size
Bread	50 g (1 slice), if unsliced OR 25 - 70 g (1-2 slices), if sliced
Crackers and melba toast	15 - 30 g (4 crackers)



Specific amount of food

Compare it to the amount you eat.

Nutrition Facts

Bran cereal with raisins
1 cup (59 g)



Amount you eat

Bran cereal with raisins
1 ½ cups



The % Daily Value (% DV) is:

Nutrition Facts	
Per 3/4 cup (175 g)	
Amount	% Daily Value
Calories 160	
Fat 2.5 g	4 %
Saturated 1.5 g	3 %
+ Trans 0 g	0 %
Cholesterol 10 mg	
Sodium 75 mg	3 %
Carbohydrate 25 g	8 %
Fibre 0 g	0 %
Sugars 24 g	
Protein 8 g	
Vitamin A 2 %	Vitamin C 0 %
Calcium 20 %	Iron 0 %

Yogurt

- used to determine whether there is a little or a lot of a nutrient in the amount of food.
- a benchmark to evaluate the nutrient content of foods.
- based on recommendations for a healthy diet.



How to use the % Daily Value

Follow these three steps:

Step 1: LOOK at the amount of food

Nutrition Facts are based on a specific amount of food.

Compare this to the amount you eat.



Nutrition Facts			
Per 3/4 cup (175 g)			
Amount	% Daily Value		
Calories 160			
Fat 2.5 g			4 %
Saturated 1.5 g			8 %
+ Trans 0 g			
Cholesterol 10 mg			
Sodium 75 mg			3 %
Carbohydrate 25 g			8 %
Fibre 0 g			0 %
Sugars 24 g			
Protein 8 g			
Vitamin A 2 %	Vitamin C	0 %	
Calcium 20 %	Iron	0 %	



How to use the % Daily Value

Step 2: READ the % DV

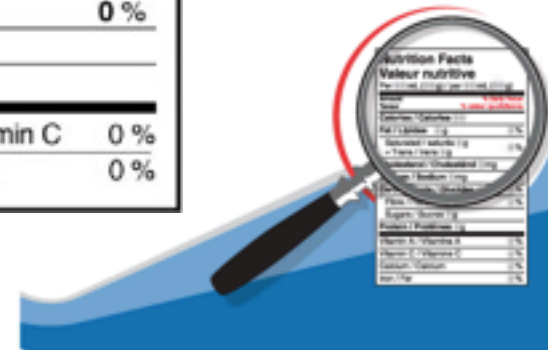
The % DV helps you see if a specific amount of food has a little or a lot of a nutrient.

5% DV or less is a **LITTLE**

15% DV or more is a **LOT**



Nutrition Facts	
Per 3/4 cup (175 g)	
Amount	% Daily Value
Calories 160	
Fat 2.5 g	4 %
Saturated 1.5 g	8 %
+ Trans 0 g	
Cholesterol 10 mg	
Sodium 75 mg	3 %
Carbohydrate 25 g	8 %
Fibre 0 g	0 %
Sugars 24 g	
Protein 8 g	
Vitamin A 2 %	Vitamin C 0 %
Calcium 20%	Iron 0 %



How to use the % Daily Value

Step 3: CHOOSE

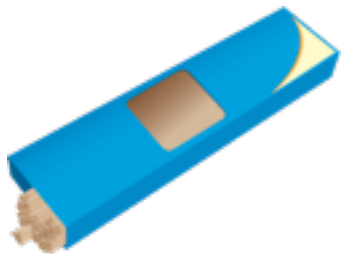
Make a better choice for you. Here are some nutrients you may want...

more of...

- Fibre
- Vitamin A
- Calcium
- Iron

less of...

- Fat
- Saturated and trans fats
- Sodium



For example, if you would like to eat more fibre...

Cereal A

Nutrition Facts	
Per 1/2 cup (28 g)	
Amount	% Daily Value
Calories 120	
Fat 1 g	2 %
Saturated Fat 0.2 g	1 %
+ Trans Fat 0 g	
Cholesterol 0 mg	
Sodium 170 mg	7 %
Carbohydrate 23 g	8 %
Fibre 7 g	28 %
Sugars 5 g	
Protein 3 g	
Vitamin A 0 %	Vitamin C 0 %
Calcium 2 %	Iron 30 %

Cereal B

Nutrition Facts	
Per 3/4 cup (30 g)	
Amount	% Daily Value
Calories 120	
Fat 0 g	0 %
Saturated Fat 0 g	0 %
+ Trans Fat 0 g	
Cholesterol 0 mg	
Sodium 150 mg	6 %
Carbohydrate 27 g	9 %
Fibre 1 g	4 %
Sugars 10 g	
Protein 2 g	
Vitamin A 0 %	Vitamin C 0 %
Calcium 2 %	Iron 30 %

... cereal **A** would be a better choice for you as part of a healthy lifestyle.

Remember: **5% DV** or less is a **little** and **15% DV** or more is a **lot**.



The Ingredient List

- Lists all of the ingredients for a food by weight, from the most to the least.

Example:

INGREDIENTS: WHOLE GRAIN ROLLED OATS, SUGAR, HIGH MONOUNSATURATED CANOLA OIL, ALMOND PIECES, RAISINS, GOLDEN SYRUP, SALT, CRISP RICE (RICE FLOUR, SOY PROTEIN, SUGAR, MALT, SALT), SOY LECITHIN, NATURAL FLAVOUR

- Is a source of information for certain nutrients.
- Is a source of information for people with food allergies.



Nutrition Claims



- Are regulated statements made when a food meets certain criteria.
- They are optional, and may be found only on some food products.



Nutrition Claims

When you want to **decrease** the amount of certain nutrients, look for:

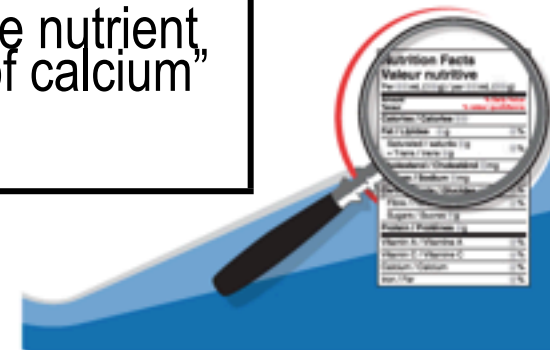
Free	<ul style="list-style-type: none">● none or hardly any of this nutrient● an example is “sodium free”
Low	<ul style="list-style-type: none">● a small amount● an example is “low fat”
Reduced	<ul style="list-style-type: none">● at least 25% less of the nutrient compared with a similar product● an example is “reduced in Calories”
Light	<ul style="list-style-type: none">● can be used on foods that are reduced in fat or reduced in Calories



Nutrition Claims

When you want to **increase** the amount of certain nutrients, look for:

Source	<ul style="list-style-type: none">● contains a significant amount of the nutrient● an example is “source of fibre”
High or good source	<ul style="list-style-type: none">● contains a high amount of the nutrient● an example is “high in vitamin C”
Very high or excellent source	<ul style="list-style-type: none">● contains a very high amount of the nutrient● an example is “excellent source of calcium”



Health Claims

Disease risk reduction claims

Example: “**A healthy diet** low in saturated and trans fats may reduce the risk of heart disease. (Naming the food) is free of saturated and trans fats.”



General Health Claims

- General health claims are generally developed:

by third party organizations



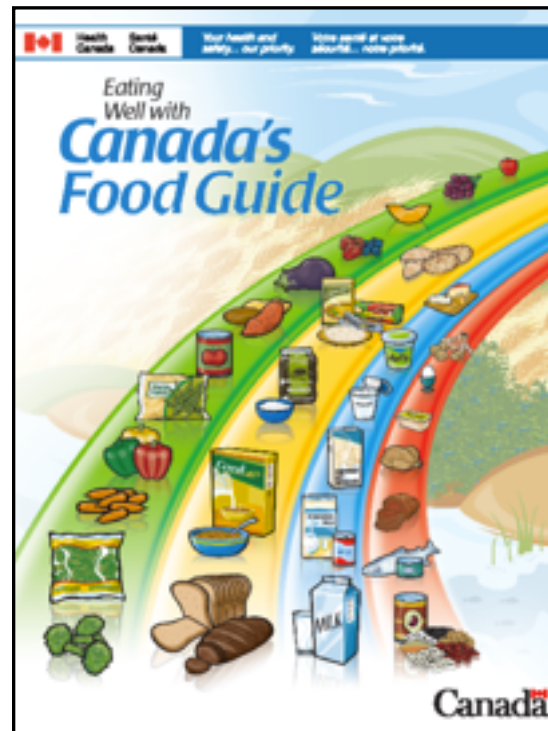
by corporations



- Consumers should not **solely** rely on general health claims to make informed food choices.



Eating Well with Canada's Food Guide



www.healthcanada.gc.ca/foodguide





Vegetables and Fruit

Canada's Food Guide Messages

- Eat at least one dark green and one orange vegetable each day.
- **Choose vegetables and fruit prepared with little or no added fat, sugar or salt.**
- Have vegetables and fruit more often than juice.

Low sodium vegetable juice

Nutrition Facts	
Per 1 cup (250 mL)	
Amount	% Daily Value
Calories 50	
Fat 0 g	0 %
Saturated 0 g + Trans 0 g	0 %
Cholesterol 0 mg	
Sodium 120 mg	5 %
Carbohydrate 11 g	4 %
Fibre 3 g	12 %
Sugars 8 g	
Protein 2 g	
Vitamin A 15 %	Vitamin C 100 %
Calcium 2 %	Iron 4 %

5 % DV or less is a little





Grain Products

Canada's Food Guide Messages

- Make at least half of your grain products whole grain each day.
- Choose grain products that are lower in fat, sugar or salt.

Crackers

Nutrition Facts	
Per 4 crackers (20 g)	
Amount	% Daily Value
Calories 90	
Fat 2 g	3 %
Saturated 0.3 g	2 %
+ Trans 0 g	
Cholesterol 0 mg	
Sodium 90 mg	4 %
Carbohydrate 15 g	5 %
Fibre 3 g	12 %
Sugars 1 g	
Protein 2 g	
Vitamin A 0 %	Vitamin C 0 %
Calcium 2 %	Iron 6 %

5% DV or less is a little





Milk and Alternatives

Canada's Food Guide Messages

- Drink skim, 1%, or 2% milk each day (or fortified soy beverages).
- **Select lower fat milk alternatives.**

Cheese

Nutrition Facts	
Per 1 slice (30 g)	
Amount	% Daily Value
Calories 110	
Fat 9 g	14 %
Saturated 5 g	27 %
Trans 0.4 g	
Cholesterol 25 mg	
Sodium	

Part Skim Cheese

Nutrition Facts	
Per 1 slice (33 g)	
Amount	% Daily Value
Calories 100	
Fat 6 g	9 %
Saturated 4 g	21 %
+ Trans 0.2 g	
Cholesterol 15 mg	
Sodium	

15 % DV or more is a lot





Meat and Alternatives

Canada's Food Guide Messages

- Have meat alternatives such as beans, lentils and tofu often.
- Eat at least two Food Guide Servings of fish each week.
- **Select lean meat and alternatives prepared with little or no added fat or salt.**

Tuna

Nutrition Facts	
Per 1/2 can (60 g drained)	
Amount	% Daily Value
Calories 60	
Fat 0.4 g	1 %
Saturated Fat 0.1 g	1 %
Trans Fat 0 g	
Cholesterol 30 mg	
Sodium 240 mg	10 %
Carbohydrate 0 g	0 %
Fibre 0 g	0 %
Sugars 0 g	
Protein 14 g	
Vitamin A 2 %	Vitamin C 0 %
Calcium 2 %	Iron 10 %

5% DV or less is a little





Oils and Fats

Canada's Food Guide Messages

- Include a small amount - 30 to 45 mL (2 to 3 Tbsp) - of unsaturated fat each day.
- Use vegetable oils such as canola, olive and soybean.
- **Choose soft margarines that are low in saturated and trans fats.**

Non-hydrogenated margarine

Nutrition Facts	
Per 2 tsp (10 g)	
Amount	% Daily Value
Calories 70	
Fat 8 g	12 %
Saturated 1 g	5 %
+ Trans 0 g	
Cholesterol 0 mg	
Sodium 65 mg	3 %
Carbohydrate 0 g	0 %
Fibre 0 g	0 %
Sugars 0 g	
Protein 0 g	
Vitamin A 10 %	Vitamin C 0 %
Calcium 0 %	Iron 0 %

5% DV or less is a little



Canada's Food Guide recommends to *Read the label*

- Compare the Nutrition Facts table on food labels to choose products that contain less fat, saturated fat, trans fat, sugar and sodium.
- The calories and nutrients listed are for the specific amount of food found at the top of the Nutrition Facts table.

Read the label

- Compare the Nutrition Facts table on food labels to choose products that contain less fat, saturated fat, trans fat, sugar and sodium.
- Keep in mind that the calories and nutrients listed are for the amount of food found at the top of the Nutrition Facts table.

Limit trans fat

When a Nutrition Facts table is not available, ask for nutrition information to choose foods lower in trans and saturated fats.

Nutrition Facts

Per 0 mL (0 g)

Amount	% Daily Value
Calories 0	
Fat 0 g	0 %
Saturates 0 g	0 %
+ Trans 0 g	
Cholesterol 0 mg	
Sodium 0 mg	0 %
Carbohydrate 0 g	0 %
Fibre 0 g	0 %
Sugars 0 g	
Protein 0 g	
Vitamin A 0 %	Vitamin C 0 %
Calcium 0 %	Iron 0 %



Nutrition Labelling Summary

- ✓ Use Nutrition Facts, the ingredient list, nutrition claims and health claims to make informed food choices.
- ✓ Nutrition Facts are based on a specific amount of food - compare this to the amount you eat.
- ✓ Use the % Daily Value to see if a food has a little or a lot of a nutrient. Remember:
5% DV or less is a little, 15 % DV or more is a lot.



Use nutrition information on food labels to help you make better food choices.



For more information, visit:

www.healthcanada.gc.ca/nutritionlabelling

