

# What's On The Nutrition Facts Label

The Nutrition Facts Label found on packaged foods and beverages is your daily tool for making informed food choices that contribute to healthy lifelong eating habits. Explore it today and discover the wealth of information it contains!

## Serving Size

Serving Size is based on the **amount of food that is customarily eaten** at one time. All of the nutrition information listed on the Nutrition Facts Label is based on **one serving** of the food.

The serving size is shown as a common household measure that is appropriate to the food (such as cup, tablespoon, piece, slice, or jar), followed by the metric amount in grams (g).

When comparing calories and nutrients in different foods, check the serving size in order to make an accurate comparison.

## Servings Per Container

Servings Per Container shows the **total number of servings** in the entire food package or container. It is common for one package of food to contain more than one serving.

The information listed on the Nutrition Facts Label is based on **one serving**. So, if a package contains *two servings* and you eat the entire package, you have consumed *twice the amount of calories and nutrients* listed on the label.

## Calories

Calories refers to the **total number of calories**, or “energy,” supplied from all sources (fat, carbohydrate, protein, and alcohol) in one serving of the food.

To achieve or maintain a healthy body weight, balance the number of calories you eat and drink with the number of calories you burn during physical activity and through your body's metabolic processes.

As a general rule:  
**100 calories** per serving is **moderate**  
**400 calories** per serving is **high**

Amount Per Serving	
<b>Calories</b> 300	Calories from Fat 45
% Daily Value*	
<b>Total Fat</b> 5g	<b>8%</b>
Saturated Fat 1.5g	<b>8%</b>
Trans Fat 0g	
<b>Cholesterol</b> 30mg	<b>10%</b>
<b>Sodium</b> 430mg	<b>18%</b>
<b>Total Carbohydrate</b> 55g	<b>18%</b>
Dietary Fiber 6g	<b>24%</b>
Sugars 23g	
<b>Protein</b> 14g	
Vitamin A	80%
Vitamin C	35%
Calcium	6%
Iron	15%

\* 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
Saturated 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

**Tip:** “Fat-free” doesn’t mean “calorie-free.” Some lower fat food items may have as many calories as the full-fat version. Always check the Nutrition Facts Label and compare the calories and nutrients in the fat-free version to the regular version.

## Calories from Fat

Calories from Fat are *not* additional calories, but are **fat's contribution to the total number of calories** in one serving of the food. The Nutrition Facts Label lists the calories from fat because fat has more than *twice* the number of calories per gram than carbohydrate or protein.

For example, if the Nutrition Facts Label says one serving of food contains 150 calories and 100 calories from fat, the remaining 50 calories comes from carbohydrate, protein, and/or alcohol.



## Percent Daily Value (%DV)

Percent Daily Value (%DV) shows **how much of a nutrient is in one serving** of the food. The %DVs are based on the Daily Values for key nutrients, which are the amounts (in grams, milligrams, or micrograms) of nutrients recommended per day for Americans 4 years of age and older. The %DV column doesn't add up vertically to 100%. Instead, the %DV is the percentage of the Daily Value for each nutrient in one serving of the food.

For example, the Daily Value for saturated fat is 20 grams (g), which equals 100% DV. If the Nutrition Facts Label says one serving of a food contains 1.5 g of saturated fat, then the %DV for saturated fat for this specific food is 8%. That means the food contains 8% of the maximum amount of saturated fat that an average person should eat in an entire day.

### Using the %DV

**Compare Foods:** Use the %DV to compare food products (remember to make sure the serving size is the same) and to choose products that are higher in nutrients you want to get more of and lower in nutrients you want to get less of.

As a general rule:

**5% DV** or less of a nutrient per serving is **low**  
**20% DV** or more of a nutrient per serving is **high**

**Understand Nutrient Content Claims:** Use the %DV to help distinguish one claim from another, such as "light," "low," and "reduced." Simply compare the %DVs in each food product to see which one is higher or lower in a particular nutrient; there is no need to memorize definitions.

**Manage "Dietary Trade-Offs":** Use the %DV to make dietary trade-offs with other foods throughout the day. You don't have to give up a favorite food to eat a healthy diet. When a food you like is high in a nutrient you want to get less of – or low in a nutrient you want to get more of – balance it with foods that are low (or high) in that nutrient at other times of the day.

## Nutrition Facts

Serving Size 1 package (272g)

Servings Per Container 1

### Amount Per Serving

**Calories** 300      Calories from Fat 45

### % Daily Value\*

**Total Fat** 5g      **8%**

Saturated Fat 1.5g      **8%**

*Trans* Fat 0g

**Cholesterol** 30mg      **10%**

**Sodium** 430mg      **18%**

**Total Carbohydrate** 55g      **18%**

Dietary Fiber 6g      **24%**

Sugars 23g

**Protein** 14g

Vitamin A      80%

Vitamin C      35%

Calcium      6%

Iron      15%

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## Footnote

### The Asterisk

The asterisk (\*) following the heading "% Daily Value" on the Nutrition Facts Label refers to the standard footnote at the bottom of all labels, which specifies that some of the %DVs are based on a **2,000 calorie daily diet**. A 2,000 calorie daily diet is often used as the basis for general nutrition advice; however, your Daily Values may be higher or lower depending on your calorie needs. Calorie needs vary according to age, gender, height, weight, and physical activity level. Check your calorie needs at <http://www.choosemyplate.gov>.

### Daily Value Recommendations

If there is enough space available on the food package, the footnote on the Nutrition Facts Label will also list the **Daily Values** for some key nutrients. These are given for both a 2,000 and 2,500 calorie daily diet. This section also includes **goals** regarding how much or how little of a nutrient to aim for in your daily diet. The Daily Values for some nutrients are different for a 2,000 or 2,500 calorie diet, while others (cholesterol and sodium) remain the same for both calorie amounts.



## Nutrients

The Nutrition Facts Label can help you learn about the **nutrient content** of many foods in your diet. It also enables you to compare foods to make healthy choices.

**The Nutrition Facts Label must list:** total fat, saturated fat, *trans* fat, cholesterol, sodium, total carbohydrate, dietary fiber, sugars, protein, vitamin A, vitamin C, calcium, and iron.

**The Nutrition Facts Label may also list:** monounsaturated fat, polyunsaturated fat, soluble fiber, insoluble fiber, sugar alcohol, other carbohydrate, vitamins (such as biotin, folate, niacin, riboflavin, pantothenic acid, thiamin, vitamin B<sub>6</sub>, vitamin B<sub>12</sub>, vitamin D, vitamin E, and vitamin K) and minerals (such as chromium, copper, iodine, magnesium, manganese, molybdenum, phosphorus, potassium, selenium, and zinc).

**Nutrients to get less of** – get less than 100% DV of these each day: saturated fat, *trans* fat, cholesterol, and sodium. (Note: *trans* fat has no %DV, so use the amount of grams as a guide)

**Nutrients to get more of** – get 100% DV of these on most days: dietary fiber, vitamin A, vitamin C, calcium, and iron.

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## Ingredient List

The Ingredient List shows each ingredient in a food by its **common or usual name in descending order** by weight. So, the ingredient with the greatest contribution to the product weight is listed first, and the ingredient contributing the least by weight is listed last. The ingredient list is usually located near the name of the food's manufacturer and often below the Nutrition Facts Label.

Use this list to find out whether a food or beverage contains ingredients that are sources of nutrients you want to get less of, such as saturated fat (like shortening), *trans* fat (like partially hydrogenated oils), and added sugars (like syrups) – and sources of nutrients you want to get more of, such as whole grains (like whole oats).

INGREDIENTS: WHOLE WHEAT PASTA (WATER, WHOLE WHEAT FLOUR), COOKED WHITE MEAT CHICKEN (WHITE MEAT CHICKEN, WATER, MODIFIED TAPIOCA STARCH, CHICKEN FLAVOR [DRIED CHICKEN BROTH, CHICKEN POWDER, NATURAL FLAVOR], CARRAGEENAN, WHEY PROTEIN CONCENTRATE, SOYBEAN OIL, CORN SYRUPSOLIDS, SODIUM PHOSPHATE, SALT), WATER, CARROTS, GREEN BEANS, APPLE JUICE CONCENTRATE, DRIED CRANBERRIES (CRANBERRIES, SUGAR, SUNFLOWER OIL), APPLES (APPLES, CITRIC ACID, SALT, WATER), CONTAINS 2% OR LESS OF: BUTTER (CREAM, SALT), MODIFIED CORNSTARCH, CHICKEN BROTH, ORANGE JUICE CONCENTRATE, APPLE CIDER VINEGAR, SUGAR, SOYBEAN OIL, SEA SALT, GINGER PUREE (GINGER, WATER, CITRIC ACID), YEAST EXTRACT, SPICES, LEMON JUICE CONCENTRATE, CITRIC ACID.