Grade 6

Learning the Breakfast Label Lingo

Healthful Living Objective(s)

4.01 Define common terms on food labels and terms used in advertising food.
4.02 Evaluate health claims on food labels for accuracy and validity.
4.08 Identify foods high in fiber, including whole grains, fruits, and vegetables.

Mathematics Objective(s)

1.07 Develop flexibility in solving problems by selecting strategies and using mental computation, estimation, calculators or computers, and paper and pencil.

Teacher Resource(s)

- U.S. Department of Agriculture, School Breakfast Toolkit, *Benefits of Breakfast* Flyer, www.fns.usda.gov/cnd/Breakfast/expansion/benefitsbreakfast.pdf
- N.C. Division of Public Health, North Carolina Nutrition Education and Training Program, *Food for Thought: Making the Grade through Healthful Eating* K-5 Curriculum, www.nutritionnc.com
    - *Teaching MyPlate*
    - *Fiber*
    - *Calories*
    - *Food Labels: Nutrient Content Claims*
- U. S. Department of Agriculture, *Using MyPlate Along with MyPyramid*, www.ChooseMyPlate.gov/downloads/MyPlate/UsingMyPlateAlongWithMyPyramid.pdf
- U.S. Food and Drug Administration, *How to Understand and Use the Nutrition Facts Label,* www.fda.gov/downloads/Food/LabelingNutrition/ConsumerInformation/ucm120909.pdf
- U.S. Department of Health and Human Services, U.S. Department of Agriculture, *Nutrition Facts Label*, www.fda.gov/downloads/Food/LabelingNutrition/ConsumerInformation/ucm120909.pdf

Material(s) Needed

- U.S. Department of Agriculture, *MyPlate* graphics slick, www.cnpp.usda.gov/Publications/MyPlate/GraphicsSlick.pdf
- U.S. Department of Agriculture, *MyPyramid for Kids Poster,* www.mypyramid.gov/tips_resources/printmaterials.html
- Food labels for breakfast foods that include the Nutrition Facts Panel, Ingredients list, and various nutrient content and health claims (cereal, beverages, frozen waffles and pancakes, muffins, granola and cereal bars, etc.)

Handout(s)

- *Food Labels: Nutrient Content Claims* (1 per group)
- *Label Lingo* (1 per group)

Developed by the N.C. Nutrition Education and Training Program, Division of Public Health, N.C. Department of Health and Human Services with funding from Child Nutrition Services, N.C. Department of Public Instruction.

Note that, as of June 2011, *MyPyramid* was replaced with *MyPlate* as a way to understand how to eat healthfully. It is important to know that you may continue to use existing *MyPyramid* educational materials, such as the *MyPyramid for Kids Poster*. This is because the information about what and how much to eat has not changed. Be aware that on *MyPlate* the Meat & Beans Group is called the Protein Foods Group and the Milk Group is called the Dairy Group.

Focus

Discuss the importance of breakfast using the *Benefits of Breakfast* flyer. Remind students that it is important to eat a variety of foods for breakfast, aiming for items from at least three of the Five Food Groups: Grains, Vegetables, Fruits, Dairy and Protein Foods. The *MyPlate* graphics slick and the *MyPyramid for Kids* handout can be used to help students visualize the groups. Point out that while the symbol has changed from *MyPyramid* to *MyPlate*, both symbols remind us how to eat healthfully.

Teacher Input

Choose one food label to display for the class. Using the *How to Understand and Use the Nutrition Facts Label* resource, explain the components of the Nutrition Facts Panel. Point out the serving size and explain that the nutrients listed on the Nutrition Facts Panel are based on one serving size. You may choose to display one serving size of the food based on the food label and ask the students to compare the amount with what they would usually eat. In addition to the other components of the Nutrition Facts Panel, discuss Percent Daily Values as well as the footnote.

Using the *Fiber* resource, explain the importance of fiber and point out the fiber content listed on the Nutrition Facts Panel. Note that whole grains are a fiber source. Show students the Ingredients list of the package. Explain that the ingredients are listed by weight and that whole grain choices will have the words “whole grain” or “whole wheat” as part of the first ingredient. Have the students help you identify breakfast foods that are high in fiber.

Discuss calories and grams using the *Calories* resource. Ask students what would happen if they ate too many or too few calories. Using the following table, discuss the nutrition guidelines that are used by schools for breakfast. The table can be displayed for the class. Note that the same nutrients can be found on a Nutrition Facts Panel.

	By Age Group (11-13)	**By Grade Groups (K-12)**
Calories	588	554
Protein	11.25 grams	10 grams
Fat	No more than 30% of total calories	No more than 30% of total calories
Saturated fat	Less than 10% of total calories	Less than 10% of total calories
Iron	3.4 mg	3.0 mg
Calcium	300 mg	257 mg
Vitamin A	225 RE	197 RE
Vitamin C	12.5 mg	13 mg

*Based on Nutrient-Based Menu Planning, by age and grade. U.S. Department of Agriculture, *Nutrient Analysis Protocols: How to Analyze Menus for USDA's School Meals Programs*

Developed by the N.C. Nutrition Education and Training Program, Division of Public Health, N.C. Department of Health and Human Services with funding from Child Nutrition Services, N.C. Department of Public Instruction.

Calculate the number of calories of fat and saturated fat based on the percent recommendations. Then, use the number of calories of fat and saturated fat to calculate the number of grams.

Point out any nutrient content or health claims that are on the food label that was displayed previously. Ask the students what they think the claim means. Using the *Food Labels: Nutrient Content Claims* resource, discuss the different nutrient content and health claims that can be on a food label.

Practice and Assessment
Divide students into small groups or pairs. Give each group two breakfast food labels for comparison (identified as label 1 or 2), a third food label with a health or nutrient claim, and one copy of the *Food Labels: Nutrient Content Claims* resource.

Note: The food labels can be for comparable foods, where one is a healthier choice. Examples are listed below.

- 100% juice and fruit punch
- Whole grain bread and white bread
- Whole grain cereal and a sugary cereal
- Whole grain cereal and a sugary pastry
- Whole milk and skim milk

Have the groups fill out the *Label Lingo* worksheet. Once they have completed the worksheet, have them present their findings regarding the nutritional value of and the health claims for the foods to the class.

Adapted from *Think Breakfast!, Lesson Plans, Breakfast Food Labels: Figuring them out!,* N.Y. State Education Department and the University of the State of New York. Available at www.thinkbreakfast.net.

Developed by the N.C. Nutrition Education and Training Program, Division of Public Health, N.C. Department of Health and Human Services with funding from Child Nutrition Services, N.C. Department of Public Instruction.

Fruits
Grains
Dairy
Vegetables
Protein

ChooseMyPlate.gov

Fruits Grains Dairy Vegetables Protein ChooseMyPlate.gov

Fruits Grains Dairy Vegetables Protein ChooseMyPlate.gov

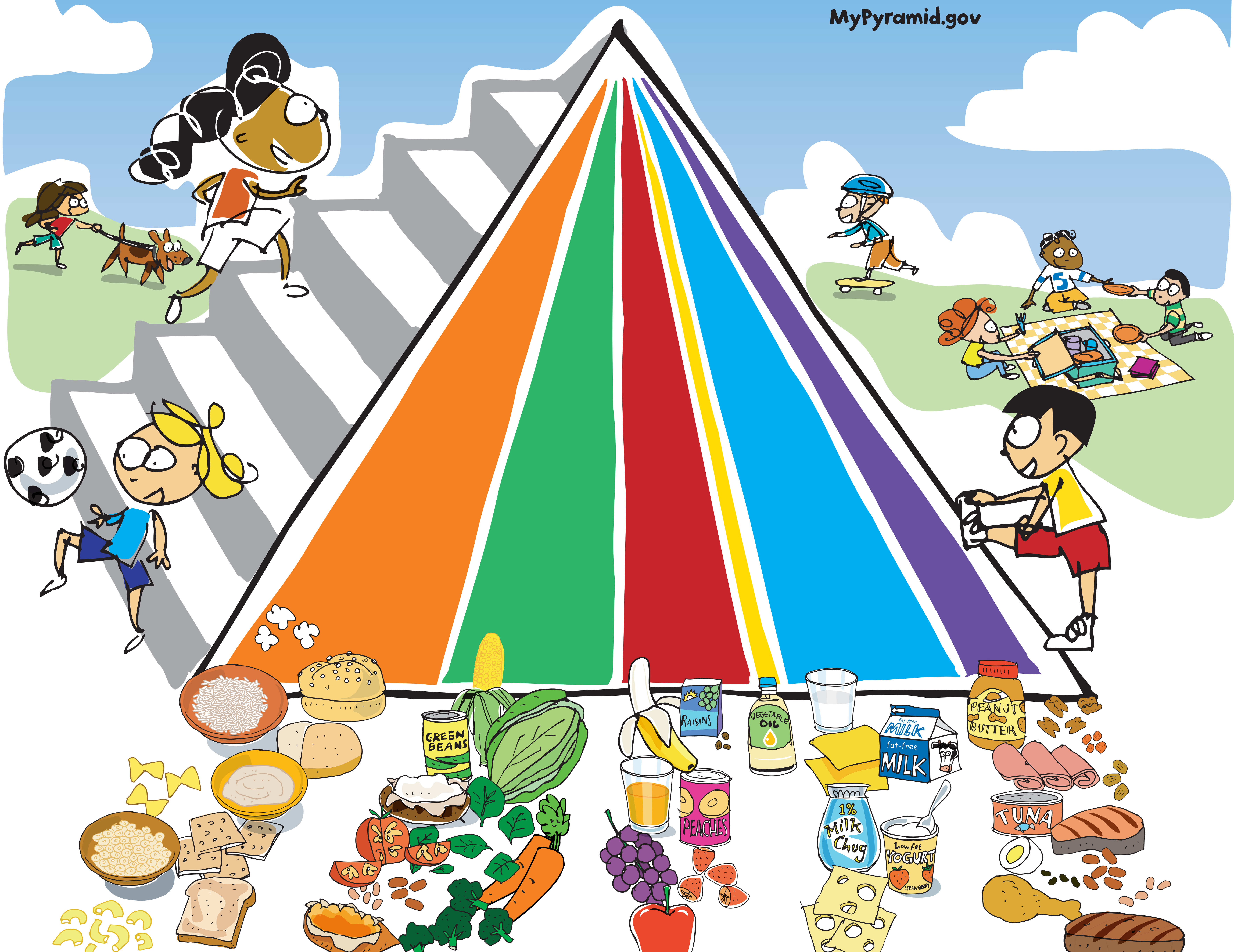
Fruits Grains Dairy Vegetables Protein ChooseMyPlate.gov

Fruits Grains Dairy Vegetables Protein ChooseMyPlate.gov

MyPyramid For Kids

Eat Right. Exercise. Have Fun.

MyPyramid.gov



Grains Make half your grains whole	Vegetables Vary your veggies	Fruits Focus on fruits	Milk Get your calcium-rich foods	Meat & Beans Go lean with protein
Start smart with breakfast. Look for whole-grain cereals. Just because bread is brown doesn't mean it's whole-grain. Search the ingredients list to make sure the first word is "whole" (like "whole wheat").	Color your plate with all kinds of great-tasting veggies. What's green and orange and tastes good? Veggies! Go dark green with broccoli and spinach, or try orange ones like carrots and sweet potatoes.	Fruits are nature's treats – sweet and delicious. Go easy on juice and make sure it's 100%.	Move to the milk group to get your calcium. Calcium builds strong bones. Look at the carton or container to make sure your milk, yogurt, or cheese is lowfat or fat-free.	Eat lean or lowfat meat, chicken, turkey, and fish. Ask for it baked, broiled, or grilled – not fried. It's nutty, but true. Nuts, seeds, peas, and beans are all great sources of protein, too.

For an 1,800-calorie diet, you need the amounts below from each food group. To find the amounts that are right for you, go to MyPyramid.gov.

Grains	Vegetables	Fruits	Milk	Meat & Beans
Eat 6 oz. every day; at least half should be whole	Eat 2 1/2 cups every day	Eat 1 1/2 cups every day	Get 3 cups every day; for kids ages 2 to 8, it's 2 cups	Eat 5 oz. every day

Oils Oils are not a food group, but you need some for good health. Get your oils from fish, nuts, and liquid oils such as corn oil, soybean oil, and canola oil.

Find your balance between food and fun

- Move more. Aim for at least 60 minutes everyday, or most days.
- Walk, dance, bike, rollerblade – it all counts. How great is that!

Fats and sugars – know your limits

- Get your fat facts and sugar smarts from the Nutrition Facts label.
- Limit solid fats as well as foods that contain them.
- Choose food and beverages low in added sugars and other caloric sweeteners.

MyPyramid.gov
STEPS TO A HEALTHIER YOU

U.S. Department of Agriculture
Food and Nutrition Service
September 2005
FNS-381

USDA

TEAM NUTRITION
teamnutrition.usda.gov

Learning the Breakfast Label Lingo
Food and Beverage Labels

- Cereal Label 1 – General Mills Total®
- Cereal Label 2 – General Mills Berry Lucky Charms®
- Cereal Label 3 – General Mills Multigrain Cheerios®
- Cheese Label 1 – Kraft® Breakstone's® Cottage Cheese, Small Curd, Fat Free
- Cheese Label 2 – Kraft® Philadelphia® Cream Cheese, Original
- Cheese Label 3 – Kraft® Cracker Barrel® Natural Vermont's Sharp White Cheddar, 2% Milk Reduced Fat
- Fruit Drink Label 1 – Tropicana® Pure Premium 100% Orange Juice
- Fruit Drink Label 2 – Tropicana® Twister Soda, Orange
- Fruit Drink Label 3 – Kraft® Capri Sun® Fruit Punch Flavored Juice Drink Blend
- Fruit-filled Item Label 1 – Kellogg's® Eggo® Waffles, Strawberry
- Fruit-filled Item Label 2 – Pillsbury® Toaster Strudel®, Strawberry
- Fruit-filled Items Label 3 – Kellogg's® NutriGrain® Cereal Bar, Strawberry
- Meat Label 1 – Kraft® Oscar Mayer® Baked Cooked Ham, 96% Fat Free
- Meat Label 2 – Johnsonville® Original Breakfast Sausage Links
- Meat Label 3 – Kraft® Oscar Mayer® Bacon, Natural, Smoked, Uncured
- Milk Label 1 – Horizon™ Organic Fat Free Milk
- Milk Label 2 – Horizon™ Organic Whole Milk
- Milk Label 3 – Nestle® Nesquik®
- Spread Label 1 – SunButter® Creamy
- Spread Label 2 – Skippy® Creamy Peanut Butter
- Spread Label 3 – Nutella® Hazelnut Spread
- Yogurt Label 1 – General Mills Yogurt Burst Cheerios®, Strawberry
- Yogurt Label 2 – Nature Valley® Yogurt Chewy Granola Bar, Blueberry Yogurt
- Yogurt Label 3 – Quaker® Life® Vanilla Yogurt Crunch

Developed by the N.C. Nutrition Education and Training Program, Division of Public Health, N.C. Department of Health and Human Services with funding from Child Nutrition Services, N.C. Department of Public Instruction.

Total

WHOLE GRAIN

Nutrition Facts

Serving Size ¾ cup (30g)
Servings Per Container about 15

Amount Per Serving	Whole Grain Total	with 1/2 cup skim milk
Calories	100	140
Calories from Fat	5	10
	% Daily Value**	
Total Fat 0.5g*	**1**%	**1**%
Saturated Fat 0g	**0**%	**0**%
Trans Fat 0g		
Polyunsaturated Fat 0g		
Monounsaturated Fat 0g		
Cholesterol 0mg	**0**%	**1**%
Sodium 190mg	**8**%	**11**%
Potassium 90mg	**3**%	**8**%
Total Carbohydrate 23g	**8**%	**10**%
Dietary Fiber 3g	**10**%	**10**%
Sugars 5g		
Other Carbohydrate 15g		
Protein 2g		
Vitamin A	10%	15%
Vitamin C	100%	100%
Calcium	100%	110%
Iron	100%	100%
Vitamin D	25%	40%
Vitamin E	100%	100%
Thiamin	100%	100%
Riboflavin	100%	110%
Niacin	100%	100%
Vitamin B_6	100%	100%
Folic Acid	100%	100%
Vitamin B_{12}	100%	110%
Pantothenic Acid	100%	100%
Phosphorus	8%	20%
Magnesium	6%	10%
Zinc	100%	100%

* Amount in cereal. A serving of cereal plus skim milk provides 1g total fat, less than 5mg cholesterol, 260mg sodium, 290mg potassium, 29g total carbohydrate (11g sugars) and 6g protein.
** 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
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Ingredients: Whole Grain Wheat, Sugar, Corn Syrup, Salt, Monoglycerides, Annatto Extract Color. BHT Added to Preserve Freshness.

Vitamins and Minerals: Calcium Carbonate, Vitamin C (sodium ascorbate), **Zinc and Iron** (mineral nutrients), **Vitamin E Acetate, A B Vitamin** (niacinamide), **A B Vitamin** (calcium pantothenate), **Vitamin B_6** (pyridoxine hydrochloride), **Vitamin B_2** (riboflavin), **Vitamin B_1** (thiamin mononitrate), **A B Vitamin** (folic acid), **Vitamin A** (palmitate), **Vitamin B_{12}, Vitamin D_3.**

CONTAINS WHEAT; MAY CONTAIN ALMOND AND MILK INGREDIENTS.

DISTRIBUTED BY **GENERAL MILLS SALES, INC.,**
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WRITE: General Mills, Box 200, Mpls., MN 55440
www.GeneralMills.com

May be mfg. under U.S. Pat. No. 7,021,525

Exchange: 1 1/2 Starch
Exchange calculations based on *Choose Your Foods: Exchange Lists for Diabetes* ©2008 the American Dietetic Association, the American Diabetes Association

This package is sold by weight, not by volume. You can be assured of proper weight even though some settling of contents normally occurs during shipment and handling.

F 3310309526 SSG 3301783526

INGREDIENTS: WHOLE GRAIN CORN, SUGAR, MARSHMALLOWS (SUGAR, MODIFIED CORN STARCH, CORN SYRUP, DEXTROSE, GELATIN, CALCIUM CARBONATE, YELLOWS 5&6, BLUE 1, RED 40, ARTIFICIAL FLAVOR), CORN MEAL, WHOLE GRAIN OATS, MODIFIED CORN STARCH, CORN SYRUP, SALT, CALCIUM CARBONATE, CANOLA AND/OR RICE BRAN OIL, HIGH FRUCTOSE CORN SYRUP, TRISODIUM PHOSPHATE, SODIUM CITRATE, RED 40, BLUE 2, IRON AND ZINC (MINERAL NUTRIENTS), VITAMIN C (SODIUM ASCORBATE), A B VITAMIN (NIACINAMIDE), NATURAL AND ARTIFICIAL FLAVOR, VITAMIN B_6 (PYRIDOXINE HYDROCHLORIDE), VITAMIN B_2 (RIBOFLAVIN), VITAMIN B_1 (THIAMIN MONONITRATE), VITAMIN A (PALMITATE), A B VITAMIN (FOLIC ACID), VITAMIN B_{12}, VITAMIN D, VITAMIN E (MIXED TOCOPHEROLS) ADDED TO PRESERVE FRESHNESS.

DIST. BY **General Mills Cereals, LLC**
GENERAL OFFICES, MPLS., MN 55440 USA

May be mfg. under U.S. Pat. Nos. 5,523,109; D376,039 & 7,021,525

Exchange: 1½ Starch
Exchange calculations based on the *Exchange Lists for Meal Planning*. ©2003 the American Dietetic Association, the American Diabetes Association.

Nutrition Facts

Serving Size 1 cup (29g)
Servings Per Container about 10

Amount Per Serving	Berry Lucky Charms	with ½ cup skim milk
Calories	110	150
Calories from Fat	10	10
	% Daily Value**	
Total Fat 1g*	**2%**	**2%**
Saturated Fat 0g	**0%**	**0%**
Trans Fat 0g		
Polyunsaturated Fat 0g		
Monounsaturated Fat 0g		
Cholesterol 0mg	**0%**	**1%**
Sodium 190mg	**8%**	**10%**
Potassium 35mg	**1%**	**7%**
Total Carbohydrate 26g	**9%**	**11%**
Dietary Fiber 1g	**4%**	**4%**
Sugars 12g		
Other Carbohydrate 12g		
Protein 1g		
Vitamin A	10%	15%
Vitamin C	10%	10%
Calcium	10%	25%
Iron	45%	45%
Vitamin D	10%	25%
Thiamin	25%	30%
Riboflavin	25%	35%
Niacin	25%	25%
Vitamin B_6	25%	25%
Folic Acid	50%	50%
Vitamin B_{12}	25%	35%
Phosphorus	4%	15%
Magnesium	2%	6%
Zinc	25%	30%

*Amount in cereal. A serving of cereal plus skim milk provides 1g total fat, less than 5mg cholesterol, 250mg sodium, 240mg potassium, 32g total carbohydrate (17g sugars) and 5g protein.

**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
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Nutrition Facts

Serving Size 1 cup (29g)
Servings Per Container about 8

Amount Per Serving	MultiGrain Cheerios	with ½ cup skim milk
Calories	110	150
Calories from Fat	10	10
	% Daily Value**	
Total Fat 1g*	**2%**	**2%**
Saturated Fat 0g	**0%**	**3%**
Trans Fat 0g		
Polyunsaturated Fat 0.5g		
Monounsaturated Fat 0g		
Cholesterol 0mg	**0%**	**1%**
Sodium 160mg	**7%**	**9%**
Potassium 85mg	**2%**	**8%**
Total Carbohydrate 23g	**8%**	**10%**
Dietary Fiber 3g	**10%**	**10%**
Sugars 6g		
Other Carbohydrate 15g		
Protein 2g		
Vitamin A	10%	15%
Vitamin C	25%	25%
Calcium	10%	25%
Iron	100%	100%
Vitamin D	10%	25%
Vitamin E	35%	35%
Thiamin	100%	100%
Riboflavin	100%	110%
Niacin	100%	100%
Vitamin B_6	100%	100%
Folic Acid	100%	100%
Vitamin B_{12}	100%	110%
Pantothenic Acid	100%	100%
Phosphorus	8%	20%
Magnesium	4%	8%
Zinc	100%	100%

*Amount in cereal. A serving of cereal plus skim milk provides 1.5g total fat (0.5g saturated fat, 0.5g monounsaturated fat), less than 5mg cholesterol, 220mg sodium, 290mg potassium, 29g total carbohydrate (12g sugars), and 7g protein.

**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
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Ingredients: Whole Grain Corn, Whole Grain Oats, Sugar, Whole Grain Barley, Whole Grain Wheat, Whole Grain Rice, Corn Starch, Brown Sugar Syrup, Corn Bran, Salt, Trisodium Phosphate, Distilled Monoglycerides, Canola and/or Rice Bran Oil, Color Added. Vitamin E (mixed tocopherols) Added to Preserve Freshness.

Vitamins and Minerals: Calcium Carbonate, Zinc and Iron (mineral nutrients), A B Vitamin (niacinamide), Vitamin C (sodium ascorbate), Vitamin E (tocopheryl acetate), A B Vitamin (calcium pantothenate), Vitamin B_6 (pyridoxine hydrochloride), Vitamin B_2 (riboflavin), Vitamin B_1 (thiamin mononitrate), A B Vitamin (folic acid), Vitamin A (palmitate), Vitamin B_{12}, Vitamin D_3.

CONTAINS WHEAT INGREDIENTS.

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MINNEAPOLIS, MN 55440 USA

May be mfg. under U.S. Pat. Nos. 5,433,490; 5,523,109 & 7,021,525

Exchange: 1½ Starch
Exchange calculations based on *Choose Your Foods: Exchange Lists for Diabetes* ©2008 the American Dietetic Association, the American Diabetes Association

This package is sold by weight, not by volume. You can be assured of proper weight even though some settling of contents normally occurs during shipment and handling.

kraft foods
make today delicious

Print > Close Window >

breakstone's - cottage cheese - small curd fat free

Ingredients: CULTURED PASTEURIZED GRADE A SKIM MILK, WHEY, CONTAINS LESS THAN 2% OF MODIFIED FOOD STARCH, SALT, POTATO MALTODEXTRIN, CALCIUM PHOSPHATE, ARTIFICIAL COLOR, MONO- AND DIGLYCERIDES, GUAR GUM, XANTHAN GUM, ARTIFICIAL FLAVOR, VITAMIN A PALMITATE, VITAMIN D3.
Size: 24 OZ
Upc: 2100012277

Product Locator

Nutrition Facts

Serving Size 126g
Servings per Container about 5

Amount Per Serving

Calories 80 Calories from Fat 0

	% Daily Value*
Total Fat 0g	**0** %
Saturated Fat 0g	**0** %
Trans Fat 0g	**0** %
Cholesterol 10mg	**3** %
Sodium 450mg	**19** %
Total Carbohydrate 8g	**3** %
Dietary Fiber 0g	**0** %
Sugars 6g	
Protein 12g	

Vitamin A**4** %	Calcium**15** %
Vitamin C**0** %	Iron**0** %

*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
Sat Fat	Less than	20g	25g
Cholest	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carb		300g	375g
Fiber		25g	30g

PHILADELPHIA CREAM CHEESE - CREAM CHEESE - ORIGINAL

Ingredients: PASTEURIZED NONFAT MILK AND MILKFAT, CHEESE CULTURE, SALT, STABILIZERS (XANTHAN AND/OR CAROB BEAN AND/OR GUAR GUMS).
Size: 8 OZ
Upc: 2100061223

Nutrition Facts

Serving Size 28g
Servings per Container about 8

Amount Per Serving

Calories	100	
Calories from Fat	90	
% Daily Value*		
Total Fat 10g		15 %
Saturated Fat 6g		30 %
Trans Fat 0g		0 %
Cholesterol 30mg		10 %
Sodium 90mg		4 %
Total Carbohydrate 1g		0 %
Dietary Fiber 0g		0 %
Sugars 1g		
Protein 2g		

Vitamin A **6** %	Calcium **0** %
Vitamin C **0** %	Iron **0** %

*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
Sat Fat	Less than	20g	25g
Cholest	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carb		300g	375g
Fiber		25g	30g

CRACKER BARREL - CRACKER BARREL - NATURAL VERMONT'S SHARP WHITE CHEDDAR 2% MILK REDUCED FAT

Ingredients: REDUCED FAT CHEDDAR CHEESE (PASTEURIZED NONFAT MILK AND MILKFAT, CHEESE CULTURE, SALT, ENZYMES, VITAMIN A PALMITATE), NATAMYCIN (A NATURAL MOLD INHIBITOR).
Size: 10 OZ
Upc: 2100062406

Nutrition Facts

Serving Size 28g		
Servings per Container about	10	
Amount Per Serving		
Calories	90	
Calories from Fat	50	
% Daily Value*		
Total Fat 6g		**9** %
Saturated Fat 4g		**20** %
Trans Fat 0g		**0** %
Cholesterol 20mg		**7** %
Sodium 240mg		**10** %
Total Carbohydrate 1g		**0** %
Dietary Fiber 0g		**0** %
Sugars 0g		
Protein 7g		

Vitamin A **6** %	Calcium **20** %
Vitamin C **0** %	Iron **0** %

*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
Sat Fat	Less than	20g	25g
Cholest	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carb		300g	375g
Fiber		25g	30g

100% Juice

Nutrition Facts

Serving Size 8 fl oz (240 mL)
Servings Per Container 8

Amount Per Serving	
Calories 110	Calories from Fat 0
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Potassium 450mg	13%
Total Carbohydrate 26g	9%
Dietary Fiber 0g	0%
Sugars 22g	
Protein 2g	

Vitamin A	0%	Vitamin C	120%
Calcium	2%	Iron	0%
Thiamin	10%	Riboflavin	4%
Niacin	4%	Vitamin B_6	6%
Folic Acid	15%	Magnesium	6%

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

Contains orange juice from the U.S. and Brazil.

Tropicana Manufacturing Company, Inc.
Bradenton, Florida 34206 USA

Tropicana Pure Premium No Pulp Orange Juice is a smart choice because it is a healthy beverage and each serving is an excellent source of vitamin C. One of over 250 smart choices made easy from PepsiCo. For more information on our Smart Spot™ nutrition standards and help getting started with a healthy lifestyle, visit www.smartspot.com.

SMART CHOICES MADE EASY®

Tropicana®

PURE PREMIUM®

American Heart Association

Meets American Heart Association food criteria for saturated fat and cholesterol for healthy people over age 2.

heartcheckmark.org

While many factors affect heart disease, diets low in saturated fat and cholesterol may help reduce the risk of this disease.

ENJOY TROPICANA!

Keep Refrigerated • Best if Consumed Within 7 to 10 Days After Opening

QUESTIONS OR COMMENTS?
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Tropicana Twister Soda - Orange

Tropicana Twister Soda gives you the powerful fruit flavored taste you're looking for. Tastes so intense, you'll sprain your flavor muscle!

The Intensely Orange Orange

Nutrition Facts

Serving size 8 fl oz (240 ml)
For More Information on Serving Sizes **Click Here**.

	PER SERVING 8 fl oz	% DV*
Calories	130	-
Total Fat (g)	0	0
Sodium (mg)	25	1
Total Carbs (g)	35	12
Sugars (g)	35	-
Protein (g)	0	-
Potassium (mg)	35	1

Not a significant source of other nutrients.
*Percent Daily Values (DV) are based on a 2,000-calorie diet.

Ingredients

CARBONATED WATER, HIGH FRUCTOSE CORN SYRUP, ORANGE JUICE FROM CONCENTRATE, CITRIC ACID, POTASSIUM BENZOATE (PRESERVES FRESHNESS), MODIFIED FOOD STARCH, NATURAL & ARTIFICIAL FLAVORS, POTASSIUM SORBATE (PRESERVES FRESHNESS), ASCORBIC ACID (VITAMIN C), YELLOW 6, GLYCEROL ESTER OF WOOD ROSIN, CALCIUM DISODIUM EDTA (TO PROTECT FLAVOR), SODIUM CITRATE

More Ingredient Info Because You Asked

	PER SERVING 8 fl oz
% Juice	1
Caffeine (mg)	0
Acesulfame Potassium (mg)	0
Aspartame (mg)	0
Sucralose (mg)	0

CAPRI SUN®
NO ARTIFICIAL COLORS, FLAVORS OR PRESERVATIVES
25% LESS SUGAR
THAN OTHER LEADING JUICE DRINKS
with NO ARTIFICIAL SWEETENERS
BE GREEN
EARN GREEN
Earn $$$ for School
FRUIT PUNCH
Fruit Punch Flavored Juice Drink Blend
Sensible Solution
• Reduced Sugar
• Good Source of Vitamin E
10 - 6 FL OZ (177mL) POUCHES/NET 60 FL OZ (1.87 QT) 1.77L
CAPRISUN®
FRUIT PUNCH
Fruit Punch Flavored Juice Drink Blend
Also Try
THIS PRODUCT 16g SUGARS; OTHER LEADING JUICE DRINKS WITH NO ARTIFICIAL SWEETENERS 22g SUGARS PER 6 FL OZ SERVING
PULL OPEN
09JAN2012
W081126 CT302
CONTAINS 10% JUICE
Nutrition Facts
Serving Size 1 pouch (177 mL)
Servings Per Container 10
Amount Per Serving
Calories 60
% Daily Value *
Total Fat 0g 0%
Sodium 15mg 1%
Total Carbohydrate 16g 5%
Sugars 16g
Protein 0g
Vitamin E 10%
Not a significant source of Calories from Fat, Saturated Fat, Trans Fat, Cholesterol, Dietary Fiber, Vitamin A, Vitamin C, Calcium, and Iron.
* Percent Daily Values are based on a 2,000 calorie diet.
INGREDIENTS: WATER, SUGAR, APPLE AND GRAPE JUICE CONCENTRATES, CITRIC ACID, WATER EXTRACTED ORANGE AND PINEAPPLE JUICE CONCENTRATES, NATURAL FLAVOR, VITAMIN E ACETATE.
KRAFT FOODS GLOBAL, INC. NORTHFIELD, IL 60093-2753 USA
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CAPRI SUN CONTAINS NO PRESERVATIVES. DO NOT DRINK IF POUCH IS LEAKING, DAMAGED, OR SWOLLEN AS FERMENTATION CAN OCCUR.
BEST WHEN USED BY DATE PRINTED ON SIDE OF CARTON.
©KRAFT FOODS

Kellogg's®
Eggo® Waffles
Strawberry

Nutrition Facts

Serving Size 2 Waffles (70g)

Amount Per Serving	Per Serving	Per Waffle
Calories	190	90
Calories from Fat	50	25
	% Daily Value*	
Total Fat 6g	**9**%	**4**%
Saturated Fat 1.5g	**8**%	**4**%
Trans Fat 0g		
Cholesterol 15mg	**5**%	**2**%
Sodium 370mg	**15**%	**8**%
Potassium 50mg	**1**%	**1**%
Total Carbohydrate 29g	**10**%	**5**%
Dietary Fiber less than 1g	**3**%	**2**%
Sugars 6g		
Other Carbohydrate 23g		
Protein 4g		
Vitamin A	20%	10%
Vitamin C	0%	0%
Calcium	10%	4%
Iron	20%	10%
Thiamin	20%	10%
Riboflavin	20%	10%
Niacin	20%	10%
Vitamin B_6	20%	10%
Folic Acid	10%	6%
Vitamin B_{12}	20%	10%
Phosphorus	20%	10%

* 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
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE [VITAMIN B_1], RIBOFLAVIN [VITAMIN B_2], FOLIC ACID), WATER, VEGETABLE OIL (SOYBEAN OIL, PALM OIL AND PALM KERNEL OIL WITH TBHQ AND CITRIC ACID FOR FRESHNESS), EGGS, SUGAR, DEXTROSE, CONTAINS TWO PERCENT OR LESS OF LEAVENING (BAKING SODA, SODIUM ALUMINUM PHOSPHATE, MONOCALCIUM PHOSPHATE), MODIFIED CORN STARCH, SALT, CALCIUM CARBONATE, DRIED STRAWBERRIES, APPLE FIBER, MALTODEXTRIN, CITRIC ACID, CELLULOSE GUM, NATURAL AND ARTIFICIAL FLAVORS, WHEY, SOY LECITHIN, VITAMIN A PALMITATE, RED #40 LAKE, NIACINAMIDE, REDUCED IRON, PYRIDOXINE HYDROCHLORIDE (VITAMIN B_6), THIAMIN HYDROCHLORIDE (VITAMIN B_1), RIBOFLAVIN (VITAMIN B_2), BLUE #2 LAKE, VITAMIN B_{12}.

CONTAINS WHEAT, EGG, MILK AND SOY INGREDIENTS.

Exchange (per serving): 2 Carbohydrates, 1 Fat
The dietary exchanges are based on the *Exchange Lists for Meal Planning*, ©2003 by The American Diabetes Association, Inc. and The American Dietetic Association.

NLI#04770

Pillsbury: Strawberry Toaster Strudel, 23 Oz

Ingredients

Enriched Flour Bleached (Wheat Flour, Malted Barley Flour, Niacin, Ferrous Sulfate, Thiamin Mononitrate, Riboflavin, Folic Acid), Water, Palm Oil, High Fructose Corn Syrup, Sugar, Partially Hydr0Genated Soybean And Cottonseed Oil, Strawberries (10% Of The Filling), Corn Starch, Maltodextrin, Modified Corn Starch, Dry Yeast, Salt, Dextrose, Whey, Egg Yolk, Baking Powder (Baking Soda, Sodium Acid Pyrophosphate), Corn Syrup Solids, Citric Acid, Sodium Citrate, Xanthan Gum, Mono And Diglycerides, Propylene Glycol Monoesters Of Fatty Acids, Preservatives (Potassium Sorbate, Sodium Benzoate, Tbhq), Natural And Artificial Flavor, Guar Gum, Polysorbate 60, Locust Bean Gum, Soy Lecithin, Colored With (Red 40, Yellow 5, Blue 1, Artificial Color), Sucralose, Glycerin. Contains Wheat, Milk, Egg And Soy Ingredients.

Nutrition Facts

Serving Size 54 G
Servings Per Container 12

Amount Per Serving	
Calories 190	Calories from Fat 80
	% Daily Value*
Total Fat 9 G	**13**
Saturated Fat 3.5 G	**17**
Trans Fat 1 G	
Cholesterol 5 Mg	**2**
Sodium 190 Mg	**8**
Total Carbohydrate 26 G	**9**
Dietary Fiber <1 G	**2**
Sugars 9 G	
Protein 3 G	
Vitamin A	0
Vitamin C	0
Calcium	0

(-) Information is currently not available for this nutrient.

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.**

** Percent Daily Values listed below are intended for adults and children over 4 years of age. Foods represented or purported to be for use by infants, children less than 4 years of age, pregnant women, or lactating women shall use the RDI's that are specified for the intended group provided by the FDA.

	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	2400mg	2400mg
Potassium		3500mg	3500mg
Total Carbohydrate		300mg	375mg
Dietary Fiber		25mg	30mg

Calories per gram:

Fat 9 · Carbohydrate 4 · Protein 4

Kellogg's®
Nutri-Grain®
Strawberry

Nutrition Facts

Serving Size 1 Bar (37g)

Amount Per Serving

Calories 120 Calories from Fat 30

	% Daily Value*
Total Fat 3g	**5**%
Saturated Fat 0.5g	**3**%
Trans Fat 0g	
Cholesterol 0mg	**0**%
Sodium 125mg	**5**%
Total Carbohydrate 24g	**8**%
Dietary Fiber 3g	**10**%
Sugars 11g	
Protein 2g	

Vitamin A	15%	• Vitamin C	0%
Calcium	20%	• Iron	10%
Thiamin	15%	• Riboflavin	25%
Niacin	25%	• Vitamin B_6	25%
Folic Acid	10%	• Zinc	10%

*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
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

Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: CRUST: WHOLE GRAIN OATS, ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE [VITAMIN B_1], RIBOFLAVIN [VITAMIN B_2], FOLIC ACID), WHOLE WHEAT FLOUR, SOYBEAN OIL (WITH TBHQ AND CITRIC ACID FOR FRESHNESS), HIGH FRUCTOSE CORN SYRUP, SOLUBLE CORN FIBER, SUGAR, CALCIUM CARBONATE, WHEY, WHEAT BRAN, SALT, CELLULOSE, POTASSIUM BICARBONATE, PROPYLENE GLYCOL, MONO- AND DIGLYCERIDES, SOY LECITHIN, NATURAL AND ARTIFICIAL FLAVOR, WHEAT GLUTEN, CORNSTARCH, NIACINAMIDE, VITAMIN A PALMITATE, CARRAGEENAN, ZINC OXIDE, REDUCED IRON, GUAR GUM, PYRIDOXINE HYDROCHLORIDE (VITAMIN B_6), THIAMIN HYDROCHLORIDE (VITAMIN B_1), RIBOFLAVIN (VITAMIN B_2), FOLIC ACID. **FILLING:** HIGH FRUCTOSE CORN SYRUP, CORN SYRUP, STRAWBERRY PUREE CONCENTRATE, GLYCERIN, SUGAR, WATER, SODIUM ALGINATE, MODIFIED CORN STARCH, CITRIC ACID, NATURAL AND ARTIFICIAL FLAVOR, SODIUM CITRATE, DICALCIUM PHOSPHATE, METHYLCELLULOSE, CARAMEL COLOR, MALIC ACID, RED #40.

CONTAINS WHEAT, MILK AND SOY INGREDIENTS.

NLI#07055

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oscar mayer - ham - baked cooked 96% fat free

Ingredients: HAM, WATER, HONEY, CONTAINS LESS THAN 2% OF SALT, SODIUM LACTATE, SUGAR, SODIUM PHOSPHATES, SODIUM DIACETATE, SODIUM ASCORBATE, SODIUM NITRITE, FLAVOR, SOY LECITHIN. CONTAINS: SOY.
Size: 16 OZ
Upc: 4470001000

Product Locator

Nutrition Facts

Serving Size 65g
Servings per Container about 7

Amount Per Serving

Calories 60 Calories from Fat 10

	% Daily Value*
Total Fat 1g	**2** %
Saturated Fat 1g	**5** %
Trans Fat 0g	**0** %
Cholesterol 30mg	**10** %
Sodium 790mg	**33** %
Total Carbohydrate 1g	**0** %
Sugars 1g	
Protein 11g	

Vitamin C**25** % Iron**4** %

*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
Sat Fat	Less than	20g	25g
Cholest	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carb		300g	375g
Fiber		25g	30g

Ingredients:

Pork, water, corn syrup and less than 2% of the following: salt, dextrose, monosodium glutamate, lemon juice powder (corn syrup solids, lemon juice solids, lemon oil), flavorings, BHA, propyl gallate, citric acid, collagen casings.

*Dairy Free

NUTRITION INFO

Serving Size: 3 skillet-cooked links (55g)
Servings per Container: 4.5
Total Calories: 180
Calories from Fat: 130
Total Fat: 14g (22%)
Saturated Fat: 5g (25%)
Trans Fat: 0g
Total Cholesterol: 35mg (12%)
Sodium: 610g (25%)
Total Carbohydrates: 2g (1%)
Dietary Fiber: 0g (0%)
Sugars: 0g
Total Protein: 11g
Iron: (2%)
Vitamin A: (0%)
Vitamin C: (0%)
Calcium: (2%)
Percentages based upon a 2,000 calorie diet

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make today delicious

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oscar mayer bacon - bacon - natural smoked uncured

Ingredients: PORK, WATER, SEA SALT, EVAPORATED CANE JUICE, CELERY POWDER, LACTIC ACID STARTER CULTURE.
Size: 12 OZ
Upc: 4470002263

Product Locator

Nutrition Facts

Serving Size 15g
Servings per Container about 7

Amount Per Serving

Calories 70 Calories from Fat 50

	% Daily Value*
Total Fat 5g	**8** %
Saturated Fat 2g	**10** %
Trans Fat 0g	**0** %
Cholesterol 15mg	**5** %
Sodium 250mg	**10** %
Total Carbohydrate 0g	**0** %
Sugars 1g	
Protein 6g	

*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
Sat Fat	Less than	20g	25g
Cholest	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carb		300g	375g
Fiber		25g	30g

Nutrition Facts: Organic Fat Free Milk Half Gallon (also available in gallon and quart sizes)

Ingredients: Organic Grade A fat free milk, Vitamin A palmitate, Vitamin D3.

Nutrition Facts

Serving Size 1 cup (240 mL)
Servings Per Container 8

Amount Per Serving

Calories 90	Calories from Fat 0
	% Daily Value *
Total Fat 0g	**0%**
Saturated Fat 0g	**0%**
Trans Fat 0g	
Cholesterol <5mg	**2%**
Sodium 130mg	**5%**
Total Carbohydrate 12g	**4%**
Dietary Fiber 0g	**0%**
Sugars 12g	
Protein 9g	

Vitamin A	**10%**	Vitamin C	**2%**
Calcium	**30%**	Iron	**0%**
Vitamin D	**25%**	Phosphorus	**25%**

* 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
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

Calories per gram:
Fat 9 Carbohydrate 4 Protein 4

Nutrition Facts: Organic Whole Milk Half Gallon (also available in gallon and quart sizes)

Ingredients: Organic Grade A milk, Vitamin D3.

Nutrition Facts

Serving Size 1 cup (240 mL)
Servings Per Container 8

Amount Per Serving

Calories 150 Calories from Fat 70

	% Daily Value *
Total Fat 8g	**12%**
Saturated Fat 5g	**25%**
Trans Fat 0g	
Cholesterol 35mg	**12%**
Sodium 125mg	**5%**
Total Carbohydrate 12g	**4%**
Dietary Fiber 0g	**0%**
Sugars 12g	
Protein 8g	

Vitamin A	**6%**	Vitamin C	**2%**
Calcium	**30%**	Iron	**0%**
Vitamin D	**25%**	Phosphorus	**25%**

* 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
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

Calories per gram:
Fat 9 Carbohydrate 4 Protein 4

Nutrition Facts

Serving Size 1 cup (240 mL)
Servings Per Container 8

Amount Per Serving	
Calories 200 Calories from Fat 50	
	% Daily Value (DV)*
Total Fat 5 g	**8%**
Saturated Fat 3 g	**15%**
Trans Fat 0 g	
Cholesterol 15 mg	**6%**
Sodium 150 mg	**6%**
Total Carbohydrate 32 g	**11%**
Dietary Fiber < 1 g	**3%**
Sugars 30 g	
Protein 8 g	

Vitamin A 10% • Vitamin C 2%
Calcium 40% • Iron 2% • Vitamin D 25%

* 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	65 g	80 g
Sat Fat	Less than	20 g	25 g
Cholesterol	Less than	300 mg	300 mg
Sodium	Less than	2,400 mg	2,400 mg
Total Carbohydrate		300 g	375 g
Dietary Fiber		25 g	30 g

99% CAFFEINE FREE

Chocolate Reduced Fat Milk – 5 g fat per serving
Flavored Whole Milk – 8 g fat per serving

INGREDIENTS: REDUCED FAT MILK WITH VITAMIN A PALMITATE AND VITAMIN D3 ADDED, HIGH FRUCTOSE CORN SYRUP, COCOA, NONFAT MILK, SUGAR, CALCIUM CARBONATE, POTASSIUM CITRATE, GUAR GUM, SALT, CARRAGEENAN, ARTIFICIAL AND NATURAL FLAVORS.

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 Ⓤ D

Enjoy the same great taste of NESQUIK Chocolate Reduced Fat Milk fortified with EXTRA CALCIUM.

30% VS 40%

DV PER SERVING OF FLAVORED WHOLE MILK — DV PER SERVING OF NESQUIK CHOCOLATE REDUCED FAT MILK

5 28000 24610

CALCIUM FORTIFIED

10% DV more calcium per serving (40%) vs. flavored whole milk (30%)

GRADE A, VITAMIN A & D HOMOGENIZED ULTRA-PASTEURIZED

Nestlé SINCE 1866

Questions or Comments?
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®

SunButter® Creamy

SunButter® Creamy is a great-tasting alternative to alternative to other nut butters. Because it's peanut free, there's no worry about peanut allergy reactions. And, it's gluten free and nut-tree free, too. Straight from the jar, on a sandwich or in a variety of peanut-free recipes, kids and adults alike love it!

Sunflower shell fragments may be present in product.

Sunflower Seed, Sugar, Mono-Diglycerides to prevent separation, Salt, and Natural Mixed Tocopherols to preserve freshness.

Nutrition Facts

Serving Size 2 Tbsp (32g)
Servings Per Container: About 14

Amount per serving	
Calories 200	Calories from Fat 140
	% Daily Value*
Total Fat 16g	25%
Saturated Fat 2g	11%
Polyunsaturated Fat 6g	
Monounsaturated Fat 8g	
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 120mg	5%
Total Carbohydrates 7g	2%
Dietary Fiber 4g	17%
Sugars 3g	
Protein 7g	

Vitamin A 0%*	Vitamin C 0%*
Calcium 2%*	Iron 8%*
Vitamin E 27%*	Niacin 12%*
Magnesium 25%*	Zinc 10%*
Copper 25%*	

*Percent Daily Values are based on a 2000 calorie diet

Nutrition Facts

Serving Size 2 Tbsp (32g)
Servings Per Container 14

Amount Per Serving

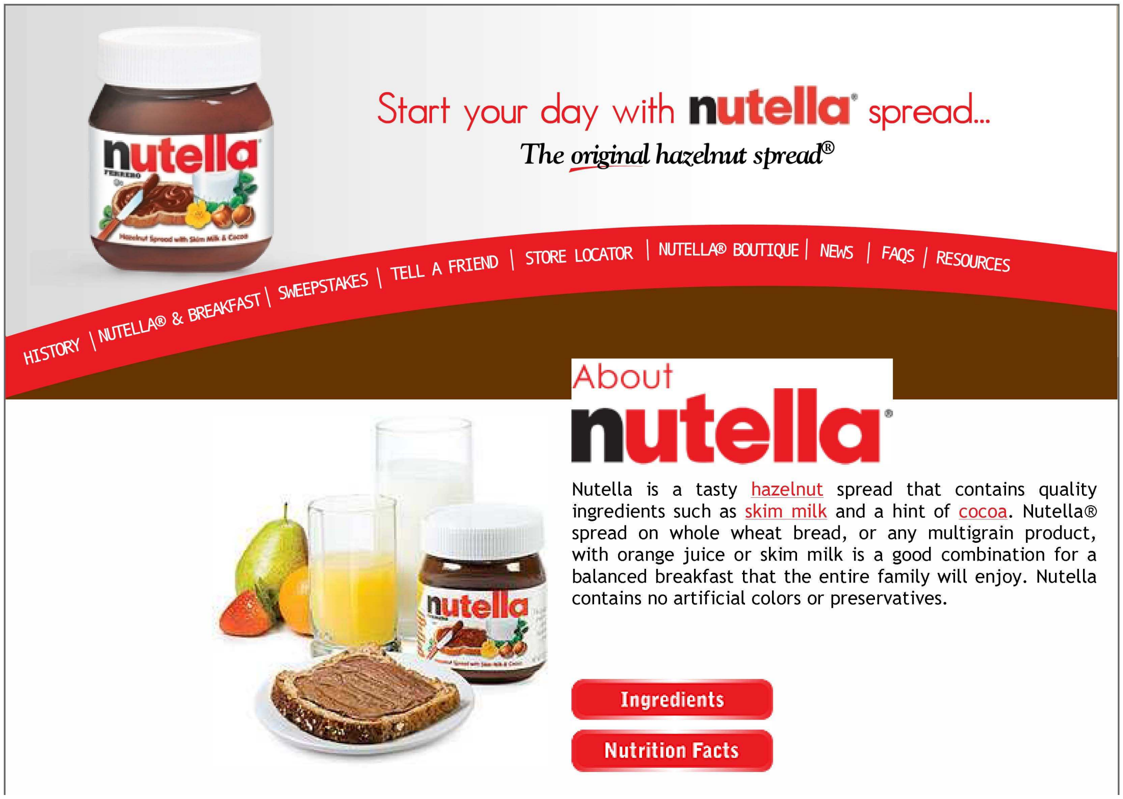
Calories 190 Calories from Fat 140

	% Daily Value*
Total Fat 16g	**25%**
Saturated Fat 3g	**15%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 150mg	**6%**
Total Carbohydrate 7g	**2%**
Dietary Fiber 2g	**8%**
Sugars 3g	
Protein 7g	

Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 4%
Niacin 20%	Vitamin E 10%

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

INGREDIENTS: ROASTED PEANUTS, SUGAR, HYDROGENATED VEGETABLE OILS (COTTONSEED, SOYBEAN AND RAPESEED) TO PREVENT SEPARATION, SALT.



INGREDIENTS: SUGAR, PALM OIL, HAZELNUTS, COCOA, SKIM MILK, REDUCED MINERALS WHEY (MILK), LECITHIN AS EMULSIFIER (SOY), VANILLIN: AN ARTIFICIAL FLAVOR.

Nutrition Facts

Serving Size 2 tbsp.(37g)
Servings about 10

Amount Per Serving

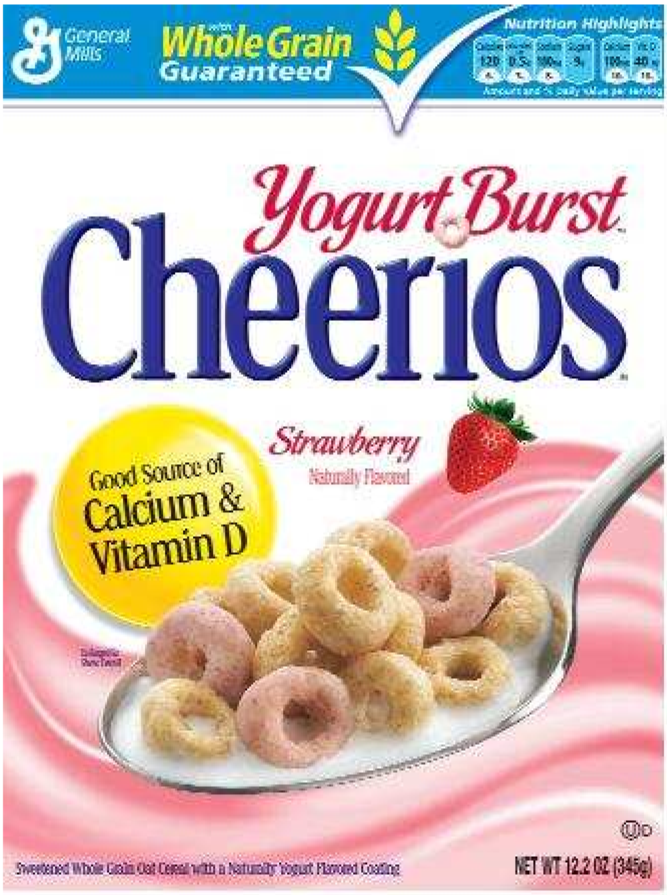
Calories 200	Calories from Fat 100
	% **Daily Value***
Total Fat 11g	**17%**
Saturated Fat 3.5g	**18%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 15mg	**1%**
Total Carbohydrate 22g	**7%**
Dietary Fiber 1g	**6%**
Sugars 21g	
Protein 3g	

Vitamin A 0% • Vitamin C 0%
Calcium 4% • Iron 4%

* 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
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

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4



INGREDIENTS: WHOLE GRAIN OATS (INCLUDES THE OAT BRAN), SUGAR, NATURALLY YOGURT FLAVORED COATING (SUGAR, FRACTIONATED PALM KERNEL OIL, DEXTROSE, CORN STARCH, DRIED STRAWBERRIES, DRIED NONFAT YOGURT [HEAT TREATED AFTER CULTURING] (CULTURED NONFAT MILK), COLOR ADDED, SOY LECITHIN, NONFAT MILK, NATURAL FLAVOR, MALTODEXTRIN), CORN MEAL, MODIFIED CORN STARCH, CORN SYRUP, SALT, TRISODIUM PHOSPHATE, BROWN SUGAR SYRUP, COLOR ADDED, WHEAT FLOUR, VITAMIN E (MIXED TOCOPHEROLS) ADDED TO PRESERVE FRESHNESS. **VITAMINS AND MINERALS:** CALCIUM CARBONATE, ZINC AND IRON (MINERAL NUTRIENTS), VITAMIN C (SODIUM ASCORBATE), A B VITAMIN (NIACINAMIDE), VITAMIN B_6 (PYRIDOXINE HYDROCHLORIDE), VITAMIN B_2 (RIBOFLAVIN), VITAMIN B_1 (THIAMIN MONONITRATE), VITAMIN A (PALMITATE), A B VITAMIN (FOLIC ACID), VITAMIN B_{12}, VITAMIN D_3. **CONTAINS MILK, SOY AND WHEAT INGREDIENTS.**

DISTRIBUTED BY **General Mills Cereals, LLC**
GENERAL OFFICES, MINNEAPOLIS, MN 55440 USA

Nutrition Facts

Serving Size ¾ cup (30g)
Servings Per Container about 11

Amount Per Serving	Yogurt Burst Cheerios Strawberry	with ½ cup skim milk
Calories	120	160
Calories from Fat	15	15
	% Daily Value**	
Total Fat 1.5g*	**2**%	**2**%
Saturated Fat 0.5g	**3**%	**3**%
Trans Fat 0g		
Polyunsaturated Fat 0.5g		
Monounsaturated Fat 0.5g		
Cholesterol 0mg	**0**%	**1**%
Sodium 180mg	**8**%	**10**%
Potassium 65mg	**2**%	**8**%
Total Carbohydrate 24g	**8**%	**10**%
Dietary Fiber 2g	**8**%	**8**%
Soluble Fiber less than 1g		
Sugars 9g		
Other Carbohydrate 13g		
Protein 2g		
Vitamin A	10%	15%
Vitamin C	10%	10%
Calcium	10%	25%
Iron	25%	25%
Vitamin D	10%	25%
Thiamin	25%	30%
Riboflavin	25%	35%
Niacin	25%	25%
Vitamin B_6	25%	25%
Folic Acid	50%	50%
Vitamin B_{12}	25%	35%
Phosphorus	8%	20%
Magnesium	6%	10%
Zinc	25%	30%

* Amount in cereal. A serving of cereal plus skim milk provides 1.5g total fat, less than 5mg cholesterol, 250mg sodium, 270mg potassium, 30g total carbohydrate (15g sugars) and 6g protein.

** 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
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

INGREDIENTS: GRANOLA (WHOLE GRAIN OATS, HIGH FRUCTOSE CORN SYRUP, CANOLA OIL, WATER, SUGAR, SALT, NATURAL FLAVOR, BAKING SODA), HIGH MALTOSE CORN SYRUP, YOGURT FLAVORED COATING (SUGAR, PALM KERNEL OIL, YOGURT POWDER [HEAT TREATED AFTER CULTURING (CULTURED NONFAT MILK, WHEY PROTEIN CONCENTRATE, YOGURT CULTURES)], NONFAT MILK, MALTODEXTRIN, NATURAL FLAVOR, ARTIFICIAL COLOR, SOY LECITHIN, ARTIFICIAL FLAVOR), CRISP RICE (RICE FLOUR, SUGAR, MALT, SALT), WHEAT FLAKES (WHOLE GRAIN WHEAT, SUGAR, SALT, MALT, MIXED TOCOPHEROLS ADDED TO RETAIN FRESHNESS), HIGH FRUCTOSE CORN SYRUP, FRUCTOSE, CALCIUM CARBONATE, CANOLA OIL, MALTODEXTRIN, SOY LECITHIN, SALT, DRIED BLUEBERRIES, CITRIC ACID, BLUE 2 LAKE, RED 40 LAKE AND OTHER COLOR ADDED, NATURAL FLAVOR, MALIC ACID, MIXED TOCOPHEROLS ADDED TO RETAIN FRESHNESS, PEANUT FLOUR, SUNFLOWER MEAL, ALMOND FLOUR.
CONTAINS MILK, WHEAT, SOY, PEANUT, ALMOND AND SUNFLOWER INGREDIENTS.

Nutrition Facts

Serving Size 1 bar (35g)
Servings Per Container 6

Amount Per Serving	
Calories	140
Calories from Fat	30
	% Daily Value*
Total Fat 3.5g	**5%**
Saturated Fat 2g	**10%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 110mg	**5%**
Total Carbohydrate 26g	**9%**
Dietary Fiber 1g	**5%**
Sugars 13g	
Protein 2g	

Calcium 20% • Iron 2%

Not a significant source of vitamin A and vitamin C.

*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
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

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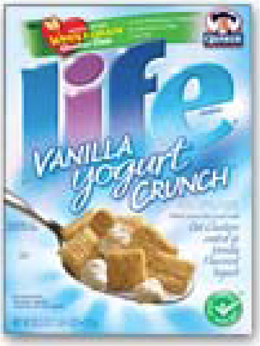
Carbohydrate Choices: 2

Life Vanilla Yogurt Crunch



Now your favorite Life biscuits come with crunchy oat clusters covered with creamy vanilla flavored yogurt. You'll love every crunchy, munchy, creamy, dreamy bite. Plus all the wholesome goodness you trust from Life Cereal.

Did you know...?
Life Vanilla Yogurt Crunch Cereal

- Is made with 100% whole grain Quaker oats which can help remove cholesterol*
- Contains 9 essential vitamins & minerals
- Is low fat
- Is a good source of fiber, calcium and magnesium
- Is an excellent source of iron, thiamin, riboflavin, niacin, vitamin B6, folic acid, zinc and phosphorous

*Three grams of soluble fiber from oats daily in a diet low in saturated fat and cholesterol may reduce the risk of heart disease. This cereal has one gram per serving.

Ingredients:

WHOLE GRAIN OAT FLOUR, SUGAR, WHOLE WHEAT FLOUR, CORN FLOUR, RICE FLOUR, WHOLE GRAIN ROLLED OATS, WHOLE GRAIN ROLLED WHEAT, PALM KERNEL AND PALM OIL, SALT, CALCIUM CARBONATE, DISODIUM PHOSPHATE, HONEY, YOGURT POWDER HEAT TREATED AFTER CULTURING (CULTURED WHEY PROTEIN CONCENTRATE, CULTURED SKIM MILK, YOGURT CULTURE), COCONUT OIL, NONFAT DRY MILK SOLIDS, CORN SYRUP SOLIDS, SOY LECITHIN, LACTIC ACID, NATURAL AND ARTIFICIAL FLAVORS, ARTIFICIAL COLOR, MONO AND DIGLYCERIDES, REDUCED IRON, BROWN SUGAR, NIACINAMIDE*, ZINC OXIDE, BHT (A PRESERVATIVE), YELLOW 5, YELLOW 6, THIAMIN MONONITRATE*, PYRIDOXINE HYDROCHLORIDE*, RIBOFLAVIN*, FOLIC ACID*.

*ONE OF THE B VITAMINS

CONTAINS WHEAT, MILK AND SOY INGREDIENTS. MAY CONTAIN TRACES OF PEANUT AND TREE NUTS.

Nutrition Facts

Serving Size 1 1/4 CUP (55g)

Amount Per Serving	**Cereal Alone**	**With 1/2 cup of Vit. A&D fortified skim milk**
Calories:	210	250
Calories from Fat	25	25
	% of Daily Value**	
Total Fat 3g*	5%	5%
Saturated Fat 1g	5%	6%
Trans Fat 0g		
Polyunsaturated Fat 1g		
Monounsaturated Fat 1g		
Cholesterol 0mg	0%	1%
Sodium 250mg	10%	12%
Potassium 150mg	4%	10%
Total Carbohydrate 43g	14%	16%
Dietary Fiber 4g	14%	14%
Soluble Fiber 1g		
Sugars 12g		
Other Carbohydrate 27g		
Protein 5g		
Vitamin A	0%	4%
Vitamin C	0%	0%
Calcium	15%	30%
Iron	60%	60%
Thiamin	35%	40%
Riboflavin	35%	50%
Niacin	35%	35%
Vitamin B6	35%	40%
Folic Acid	100%	100%
Phosphorus	20%	30%
Magnesium	10%	15%
Zinc	35%	35%

*Amount in Cereal. One half cup skim milk contributes an additional 65mg Sodium, 200mg Potassium, 6g Total Carbohydrate (6g Sugars), and 4g Protein.

** Percent Daily Values are based on 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
Sat. Fat	less than	20g	25g
Cholesterol	less than	300mg	300mg
Sodium	less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Food Labels: Nutrient Content Claims

The Nutrition Labeling and Education Act of 1990 (NLEA) permits the use of label claims that characterize the level of a nutrient in a food made in accordance with the U.S. Food and Drug Administration's (FDA) authorizing regulations. Nutrient content claims describe the level of a nutrient or dietary substance in the product, or they compare the level of a nutrient in a food to that of another food.

Free: This term means that a product contains no amount of, or only trivial or "physiologically inconsequential" amounts of, one or more of these components: fat, saturated fat, cholesterol, sodium, sugars, and calories. For example, "calorie-free" means fewer than 5 calories per serving, and "sugar-free" and "fat-free" both mean less than 0.5 g per serving. Synonyms for "free" include "without," "no" and "zero." A synonym for fat-free milk is "skim".

Low: This term can be used on foods that can be eaten frequently without exceeding dietary guidelines for one or more of these components: fat, saturated fat, cholesterol, sodium, and calories. Thus, descriptors are defined as follows:

- low-fat: 3 g or less per serving
- low-saturated fat: 1 g or less per serving
- low-sodium: 140 mg or less per serving
- very low sodium: 35 mg or less per serving
- low-cholesterol: 20 mg or less and 2 g or less of saturated fat per serving
- low-calorie: 40 calories or less per serving

Synonyms for low include "little," "few," "low source of," and "contains a small amount of."

The % Daily Value is a general guide to help you link nutrients in food to their contribution to your total daily diet. It can help you determine if a food is high or low in a nutrient. A % Daily Value of 5% or less is low.

Lean and extra lean: These terms can be used to describe the fat content of meat, poultry, seafood, and game meats.

- lean: less than 10 g fat, 4.5 g or less saturated fat, and less than 95 mg cholesterol per serving and per 100 g
- extra lean: less than 5 g fat, less than 2 g saturated fat, and less than 95 mg cholesterol per serving and per 100 g

High: This term can be used if the food contains 20 percent or more of the Daily Value for a particular nutrient in a serving.

Good source: This term means that one serving of a food contains 10 to 19 percent of the Daily Value for a particular nutrient.

Reduced: This term means that a nutritionally altered product contains at least 25 percent less of a nutrient or of calories than the regular, or reference, product. However, a reduced claim can't be made on a product if its reference food already meets the requirement for a "low" claim.

Less: This term means that a food, whether altered or not, contains 25 percent less of a nutrient or of calories than the reference food. For example, pretzels that have 25 percent less fat than potato chips could carry a "less" claim. "Fewer" is an acceptable synonym.

Light: This descriptor can mean two things. First, that a nutritionally altered product contains one-third fewer calories or half the fat of the reference food. If the food derives 50 percent or more of its calories from fat, the reduction must be 50 percent of the fat. Second, that the sodium content of a low-calorie, low-fat food has been reduced by 50 percent. In addition, "light in sodium" may be used on food in which the sodium content has been reduced by at least 50 percent. The term "light" still can be used to

describe such properties as texture and color, as long as the label explains the intent--for example, "light brown sugar" and "light and fluffy."

More: This term means that a serving of food, whether altered or not, contains a nutrient that is at least 10 percent of the Daily Value more than the reference food. The 10 percent of Daily Value also applies to "fortified," "enriched" and "added" "extra and plus" claims, but in those cases, the food must be altered. Alternative spelling of these descriptive terms and their synonyms is allowed--for example, "hi" and "lo"--as long as the alternatives are not misleading.

Healthy: A "healthy" food must be low in fat and saturated fat and contain limited amounts of cholesterol and sodium. In addition, if it's a single-item food, it must provide at least 10 percent of one or more of vitamins A or C, iron, calcium, protein, or fiber. Exempt from this "10-percent" rule are certain raw, canned and frozen fruits and vegetables and certain cereal-grain products. These foods can be labeled "healthy," if they do not contain ingredients that change the nutritional profile, and, in the case of enriched grain products, conform to standards of identity, which call for certain required ingredients. If it's a meal-type product, such as frozen entrees and multi-course frozen dinners, it must provide 10 percent of two or three of these vitamins or minerals or of protein or fiber, in addition to meeting the other criteria. The sodium content cannot exceed 360 mg per serving for individual foods and 480 mg per serving for meal-type products.

OTHER DEFINITIONS

Percent fat free: A product bearing this claim must be a low-fat or a fat-free product. In addition, the claim must accurately reflect the amount of fat present in 100 g of the food. Thus, if a food contains 2.5 g fat per 50 g, the claim must be "95 percent fat free." Implied: These types of claims are prohibited when they wrongfully imply that a food contains or does not contain a meaningful level of a nutrient. For example, a product claiming to be made with an ingredient known to be a source of fiber (such as "made with oat bran") is not allowed unless the product contains enough of that ingredient (for example, oat bran) to meet the definition for "good source" of fiber. As another example, a claim that a product contains "no tropical oils" is allowed--but only on foods that are "low" in saturated fat because consumers have come to equate tropical oils with high saturated fat.

Meals and main dishes: Claims that a meal or main dish is "free" of a nutrient, such as sodium or cholesterol, must meet the same requirements as those for individual foods. Other claims can be used under special circumstances. For example, "low-calorie" means the meal or main dish contains 120 calories or less per 100 g. "Low-sodium" means the food has 140 mg or less per 100 g. "Low-cholesterol" means the food contains 20 mg cholesterol or less per 100 g and no more than 2 g saturated fat. "Light" means the meal or main dish is low-fat or low-calorie.

Standardized foods: Any nutrient content claim, such as "reduced fat," "low calorie," and "light," may be used in conjunction with a standardized term if the new product has been specifically formulated to meet FDA's criteria for that claim, if the product is not nutritionally inferior to the traditional standardized food, and the new product complies with certain compositional requirements set by FDA. A new product bearing a claim also must have performance characteristics similar to the referenced traditional standardized food. If the product doesn't, and the differences materially limit the product's use, its label must state the differences (for example, not recommended for baking) to inform consumers.

Natural: From a food science perspective, it is difficult to define a food product that is 'natural' because the food has probably been processed and is no longer the product of the earth. That said, FDA has not developed a definition for use of the term natural or its derivatives. However, the agency has not objected to the use of the term if the food does not contain added color, artificial flavors, or synthetic substances.

Reference Amount Customarily Consumed: The Nutrition Labeling and Education Act of 1990 defines serving size as an amount customarily consumed which is expressed in a common household measure that is appropriate to the food.

Food Labels: Health Claims

The Nutrition Labeling and Education Act (NLEA) of 1990, the Dietary Supplement Act of 1992, and the Dietary Supplement Health and Education Act of 1994 (DSHEA), provide for health claims used on labels that characterize a relationship between a food, a food component, dietary ingredient, or dietary supplement and risk of a disease, provided the claims meet certain criteria and are authorized by an FDA regulation. FDA authorizes these types of health claims based on an extensive review of the scientific literature, generally as a result of the submission of a health claim petition, using the significant scientific agreement standard to determine that the nutrient/disease relationship is well established.

Claims for relationships between a nutrient or a food and the risk of a disease or health-related condition can be made in several ways: through third-party references (such as the National Cancer Institute), statements, symbols (such as a heart), and vignettes or descriptions. Whatever the case, the claim must meet the requirements for authorized health claims--for example, they cannot state the degree of risk reduction and can only use "may" or "might" in discussing the nutrient or food-disease relationship. And they must state that other factors play a role in that disease. The claims also must be phrased so consumers can understand the relationship between the nutrient and the disease and the nutrient's importance in relationship to a daily diet. The allowed nutrient-disease relationship claims and rules for their use are:

Calcium and osteoporosis: To carry this claim, a food must contain 20 percent or more of the Daily Value for calcium (200 mg) per serving, have a calcium content that equals or exceeds the food's content of phosphorus, and contain a form of calcium that can be readily absorbed and used by the body. The claim must name the target group most in need of adequate calcium intakes (that is, teens and young adult white and Asian women) and state the need for exercise and a healthy diet. A product that contains 40 percent or more of the Daily Value for calcium must state on the label that a total dietary intake greater than 200 percent of the Daily Value for calcium (that is, 2,000 mg or more) has no further known benefit.

Fat and cancer: To carry this claim, a food must meet the nutrient content claim requirements for "low-fat" or, if fish and game meats, for "extra lean."

Saturated fat and cholesterol and coronary heart disease (CHD): This claim may be used if the food meets the definitions for the nutrient content claim "low saturated fat," "low-cholesterol," and "low-fat," or, if fish and game meats, for "extra lean." It may mention the link between reduced risk of CHD and lower saturated fat and cholesterol intakes to lower blood cholesterol levels.

Fiber containing grain products, fruits and vegetables and cancer: To carry this claim, a food must be or must contain a grain product, fruit or vegetable and meet the nutrient content claim requirements for "low-fat," and, without fortification, be a "good source" of dietary fiber.

Fruits, vegetables and grain products that contain fiber and risk of CHD: To carry this claim, a food must be or must contain fruits, vegetables and grain products. It also must meet the nutrient content claim requirements for "low saturated fat," "low-cholesterol," and "low-fat" and contain, without fortification, at least 0.6 g soluble fiber per serving.

Sodium and hypertension (high blood pressure): To carry this claim, a food must meet the nutrient content claim requirements for "low-sodium."

Fruits and vegetables and cancer: This claim may be made for fruits and vegetables that meet the nutrient content claim requirements for "low-fat" and that, without fortification, for "good source" of at least one of the following: dietary fiber or vitamins A or C. This claim relates diets low in fat and rich in fruits and vegetables (and thus vitamins A and C and dietary fiber) to reduced cancer risk. FDA authorized this claim in place of an antioxidant vitamin and cancer claim.

Folic acid and neural tube defects: Folic acid and neural tube defects: This claim is allowed on dietary supplements that contain sufficient folate and on conventional foods that are naturally good sources of folate, as long as they do not provide more than 100 percent of the Daily Value for vitamin A, as retinol or preformed vitamin A, or vitamin D. A sample claim is "healthful diets with adequate folate may reduce a woman's risk of having a child with a brain or spinal cord defect."

Dietary sugar alcohols and dental caries (cavities): This claim applies to food products, such as candy or gum, containing the sugar alcohols xylitol, sorbitol, mannitol, maltitol, isomalt, lactitol, hydrogenated starch hydrolysates, hydrogenated glucose syrups, or a combination of any of these. If the food also contains a fermentable carbohydrate, such as sugar, the food cannot lower the pH of plaque in the mouth below 5.7. Besides the food ingredient's relationship to dental caries, the claim also must state that frequent between meal consumption of foods high in sugars and starches promote tooth decay. A shortened claim is allowed on food packages with less than 15 square inches of labeling surface area.

Soluble fiber from certain foods, such as whole oats and psyllium seed husk, and heart disease: This claim must state that the fiber also needs to be part of a diet low in saturated fat and cholesterol, and the food must provide sufficient soluble fiber. The amount of soluble fiber in a serving of the food must be listed on the Nutrition Facts panel.

Soy protein and risk of coronary heart disease (CHD):
This claim specifies the daily dietary intake levels of soy protein associated with a reduced risk coronary heart disease (CHD). The claim must specify the amount of soy protein in a serving of the food. Sample claims include, “25 grams of soy protein a day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of [name of food] supplies __ grams of soy protein.” and “Diets low in saturated fat and cholesterol that include 25 grams of soy protein a day may reduce the risk of heart disease. One serving of [name of food] provides __ grams of soy protein.”

Plant sterol/stanol esters and risk of coronary heart disease (CHD):
The claim may be used on spreads and salad dressings that contain at least 0.65 g plant sterol esters per reference amount customarily consumed (RACC), or on spreads, salad dressings, snack bars, and dietary supplements that contain at least 1.7 g plant stanol esters per RACC. The foods must be low in saturated fat and low in cholesterol, and spreads and salad dressings that exceed 13 g fat per 50 g must bear the statement "see nutrition information for fat content". Salad dressings are exempted from the minimum 10% Daily Value nutrient requirement. Model claim statements are “Foods containing at least 0.65 gram per serving of vegetable oil sterol esters, eaten twice a day with meals for a daily total intake of least 1.3 grams, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of [name of food] supplies __ grams of vegetable oil sterol esters.” or “Diets low in saturated fat and cholesterol that include two servings of foods that provide a daily total of at least 3.4 grams of plant stanol esters in two meals may reduce the risk of heart disease. A serving of [name of food] supplies __ grams of plant stanol esters.”

FDA Modernization Act (FDAMA) Claims

Under the provisions of the Food and Drug Administration Modernization Act of 1997 (FDAMA), a manufacturer may submit to FDA a notification of a health claim based on an authoritative statement from an appropriate federal agency or the National Academy of Sciences (NAS). If FDA does not act to prohibit or modify such a claim within 120 days of receipt of the notification, the claim may be used. The following are approved claims as such:

Whole grain foods and risk of heart disease and certain cancers:
This claim may be used for foods that are low in fat and contain 51 percent or more whole grain ingredients by weight per reference amount customarily consumed (RACC) and dietary fiber content of at least:

- 3.0 g per RACC of 55 g
- 2.8 g per RACC of 50 g
- 2.5 g per RACC of 45 g
- 1.7 g per RACC of 35 g

The required wording for the claim is “Diets rich in whole grain foods and other plant foods and low in total fat, saturated fat, and cholesterol may reduce the risk of heart disease and some cancers."

Whole grain foods with moderate fat content and heart disease:
The claim may be used for foods that contain a minimum of 51% whole grains (using dietary fiber as a marker), meet the regulatory definitions for low saturated fat and low cholesterol (contain 1 gram or less of saturated fat and 20 milligrams or less of cholesterol per RACC), bear quantitative trans fat labeling, and contain less than 6.5 grams total fat and 0.5 gram or less trans fat per reference amount customarily consumed (RACC). The claim language is "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."

Potassium and the risk of high blood pressure and stroke:
This claim may be used for foods that are a good source of potassium (contain 10 percent or more of the Daily Value for potassium) and be low in sodium. Therefore, qualifying foods must have at least 350 mg of potassium per reference amount customarily consumed (RACC), and 140 mg or less of sodium per RACC. In addition, qualifying foods also must be low in fat, low in saturated fat, and low in cholesterol. Therefore, qualifying foods must contain 3 g or less of total fat per RACC, 1 g or less of saturated fat per RACC, and not more than 15 percent of calories from saturated fat. They also must contain 20 mg or less of cholesterol per RACC. The required wording for the claim is "Diets containing foods that are a good source of potassium and that are low in sodium may reduce the risk of high blood pressure and stroke."

Fluoridated water and reduced risk of dental carries:
The claim may be used for bottled water meeting the specified standards of identity and quality, containing greater than 0.6 and up to 1.0 mg/L total fluoride, and meeting all general requirements for health claims with the exception of minimum nutrient contribution. The claim language is: "Drinking fluoridated water may reduce the risk of [dental caries or tooth decay]." In addition, the health claim is not intended for use on bottled water products specifically marketed for use by infants.

Saturated fat, cholesterol, and trans fat and reduced risk of heart disease:
This claim may be used for foods that contain 1 gram or less of saturated fat and 20 milligrams or less of cholesterol per reference amount customarily consumed (RACC), contain less than 0.5 g of trans fat per RACC or must meet any FDA definition of "low" trans fat if a definition is established, contain less than 6.5 grams of total fat per RACC, and meet all general health claim requirements and minimum nutrient contribution requirements for health claims. The general health claim requirements include, in part, a requirement that the food must not exceed 480 mg of sodium per RACC. The exact wording of the claim is: "Diets low in saturated fat and cholesterol, and as low as possible in trans fat, may reduce the risk of heart disease."

Choline containing foods:
Foods or dietary supplement products may provide on their labeling the following nutrient content claims to characterize the level of choline: "Good source of choline," "Contains choline," "Provides choline," "Excellent source of choline," "Rich in choline," and "High in choline." These claims would include one of the following statements "Contains [X mg] choline per serving, which is [X%] of the Daily Value for choline (550 mg)," or "Contains [X%] of the Daily Value for choline per serving. The Daily Value for choline is 550 mg." The area within the brackets would be filled in with the specific percentages of the Daily Value (DV) and milligram amounts of choline in the product.

Foods or dietary supplement products may also provide on their labeling the following relative nutrient content claims: "Added choline," "More choline," "Enriched with choline," "Fortified with choline," "Extra choline," and "Plus choline." The relative claims would also include the statements "[Percentage 10% or greater] more of the Daily Value for choline per serving than [reference food]. This product contains [X mg] choline per serving which is [X%] of the Daily Value for choline (550 mg). [Reference food] contains [X mg] choline per serving." The area within the brackets would be filled in with the specific percentages of the Daily Value and milligram amounts of choline in the product and a description of the reference food.

Qualified Health Claims

FDA's 2003 Consumer Health Information for Better Nutrition Initiative provides for the use of qualified health claims when there is emerging evidence for a relationship between a food, food component, or dietary supplement and reduced risk of a disease or health-related condition. In this case, the evidence is not well enough established to meet the significant scientific agreement standard required for FDA to issue an authorizing regulation. Qualifying language is included as part of the claim to indicate that the evidence supporting the claim is limited. FDA uses its enforcement discretion for qualified health claims after evaluating and ranking the quality and strength of the totality of the scientific evidence. Although FDA's "enforcement discretion" letters are issued to the petitioner requesting the qualified health claim, the qualified claims are available for use on any food or dietary supplement product meeting the enforcement discretion conditions specified in the letter. FDA has prepared a guide on interim procedures for qualified health claims and on the ranking of the strength of evidence supporting a qualified claim. Qualified health claim petitions that are submitted to FDA are available for public review and comment. A summary of the qualified health claims authorized by FDA may be found at www.fda.gov/Food/LabelingNutrition/LabelClaims/QualifiedHealthClaims/ucm073992.htm.

Adapted from U.S. Food and Drug Administration, Claims That Can Be Made for Conventional Foods and Dietary Supplements, www.fda.gov/Food/LabelingNutrition/LabelClaims/ucm111447

Label Lingo

Compare label 1 and label 2 in the space below. Hint: You can use a table or diagram to help you. Then, answer questions 1 through 6. Use your third label to answer question number 7.

1. How many calories would you eat if you had 3 servings of your label 1 food?

2. How many calories would you eat if you had 1 ½ servings of your label 2 food?

Developed by the N.C. Nutrition Education and Training Program, Division of Public Health, N.C. Department of Health and Human Services with funding from Child Nutrition Services, N.C. Department of Public Instruction.

3. How many grams of sugar would you eat if you had 2 servings of each food? Count the number of added sugars in the Ingredients list. What is the rank order of these sugars in the Ingredients list (i.e., first, second, third, etc.)?

4. Calculate the number of calories from saturated fat in 1 serving of each food.

5. Is your food a good source of fiber? Why or why not?

6. Which food would be a better choice to include in your breakfast? Explain why.

6. Using the *Food Labels: Nutrient Content Claims* handout, identify any health or nutrient claims listed on your third food label. Is this claim accurate? How does this food compare to the label 1 and label 2 foods (which food would be a better choice for your breakfast)? Give evidence that helped you make your decision. Be prepared to present your decision and evidence to the class.

Developed by the N.C. Nutrition Education and Training Program, Division of Public Health, N.C. Department of Health and Human Services with funding from Child Nutrition Services, N.C. Department of Public Instruction.