SOUTH CAROLINA FAMILY AND COMMUNITY LEADERS
Affiliated with National Volunteer Outreach Network, Country Women's Council, U.S.A., Associated Country Women of the World and in partnership with Clemson University Cooperative Extension Service
SCFCL website: http://www.scfcl.com

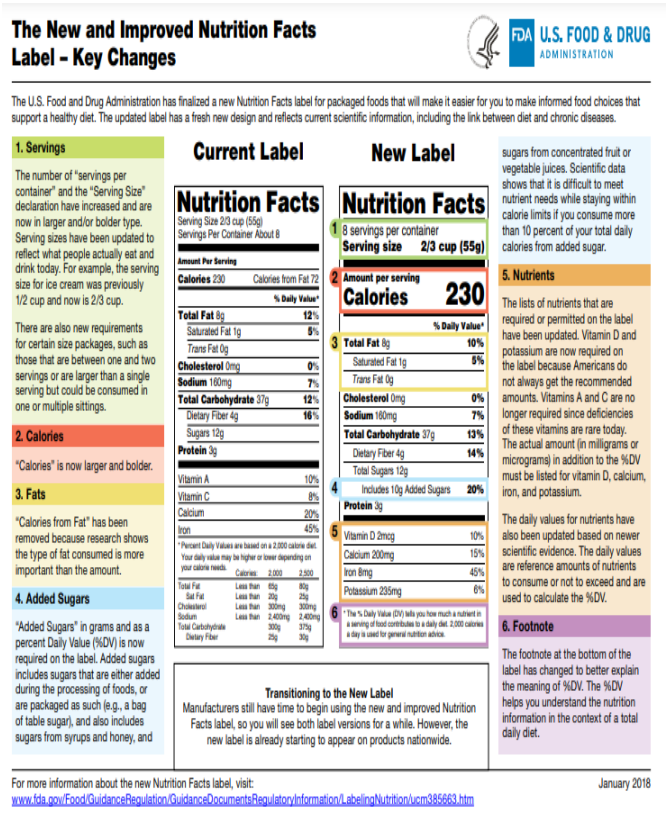
Title: Understanding the "New" Nutrition Facts Label

Objectives: Participants will be able to:

1. Compare and contrast the **"old"** food label with the **"new"** Nutrition Fact Label
2. Read and interpret food labels.
3. Understand information on the food label to make healthful food choices
4. Identify foods high in nutrients

Lesson Overview/Introduction:

The Nutrition Facts Label, better known as the "food label" gets an update every five years with the most recent update in 2016. This update was done to reflect the new scientific information, to include the link between diet and chronic diseases, such as obesity and heart disease. The updated labels appear on most packaged foods and give us insight into what we are consuming. The food label has become an important link in helping consumers maintain their health. The Food and Drug Administration (FDA) regulates the information on food labels to make sure consumers have complete, useful and accurate information about the foods they eat and purchase. The aim of this lesson is to equip participants with the knowledge and skills necessary to make good and healthy food choices.



Lesson Objectives

Participants will be able to answer:

1.What is a food label?

2. How can the nutritional food facts label help me make good healthy choices?

3. What is the intended purpose of the nutrition fact label?

Lesson:

1. What information is found on the "new" nutrition food fact label?

Ask: "How many know about the ***new*** nutrition food label and its updates?"

The current Nutrition Fact Label features a fresh design. The changes include an increase font size for "Calories", "Serving per container", "servings sizes", bolding of the number of calories a food item offers and

with the "Serving size to highlight this information. When making healthy food choices, the two most important elements are calories and serving size.

Activity: Gather empty food containers and wrappers for a demonstration of the Nutrition Facts Label and display them in front of the room. Suggested items for this activity include wrappers or boxes from cereal, chips, energy drinks, convenience food packages, snack cakes, and soda. Give each member a container/wrapper for use during the lesson activities.

2. The updated information on nutrients includes the following: Added sugars and total sugars. What is the difference?

Total sugars are the sugars naturally found in nutritious foods such as sugar in milk, fruits as well PLUS sugars added by the manufacturer. There is no daily value for Total Sugar intake.

Added sugars are do not occur naturally in the product. They are included during the processing of food. Added sugars include honey, syrups and sugars from concentrated fruit and vegetable juices.
For most Americans, the main source of sugar comes from desserts, baked goods and sugar sweetened beverages.

The recommended daily value of added sugar is 50 grams or less per day. Added sugars are listed to help you make good nutrition choices based on your needs and preferences.

Explain to the group: The Dietary Guidelines for Americans suggests limiting calories from added sugar to less than 10% of total calories. So, for example, if you consume a 2,000-calorie diet daily, your added sugar intake should be 200 calories or 50 grams per day.

Activity: Ask each group member to locate the Nutrition Fact Label on their package/box.
Ask each member to identify the amount of Total Sugars.
Ask them to identify the amount of Added Sugar.
Knowing that the recommended amount of Added Sugar intake for most Americans should not exceed 50 grams per day, does your items total sugar seem high?

3. What is in the food I eat?

What is in the food I am eating can be determined by reading the ingredient list. The ingredient list uses the common or usual name for each ingredient in the food. Ingredients are listed in descending order by weight. The first item listed on the ingredient list is the highest item in weight. This is important because if the first item listed is sugar or salt, then we know this product should be consumed sparingly.

Activity: Ask each member to locate the ingredient list on their food package/box to identify the ingredient with the highest weight. And then identify the ingredient with the lowest weight.

4. What is the % Daily Value (%DV) and what should I know about it?

The % Daily Value tells you how much of a nutrient is found in a serving based on 2,000 calories a day diet, which is used as general nutrition advise. The Nutrition Fact Label includes a footnote on the bottom of the Nutrition Fact List to explain what it means. DV's is how much nutrient in a single serving of an individual packaged food or dietary supplement contributes to your daily diet. The % DV's are the recommended amounts of nutrients to consume or not to exceed each day. % Daily Values are based on the 5/20 Rule of nutrition. It indicates that a 20% or more daily value is the high amount while 5% or less is a low amount found in that item.

Activity: Using the Nutrition Fact Label, locate the word "calories" on the label and move across to the right of the "Calories" and locate the number of calories in bold print. Right beneath the number of calories, locate the % Daily Values column. Find the % Daily Value for Dietary Fiber on your food item label. Remind the group of the 5/20 rule and ask each member to determine whether the % DV for dietary fiber is high or low for their food package/box.

5. Serving Sizes and what you should know.

Serving sizes have changed. The updates for serving sizes are now a reflection of how much people typically eat at one time and **not** a suggestion of what you **should** eat. For example, the previous serving size for ice cream was ½ cup per pint which contains 200 calories. The new serving size for ice cream is 2/3 cup per pint which contains 279 calories. Packaging affects the serving size and how much people eat or drink. For soft drinks, the serving size used to be 8oz. However, 12 ounces (120 calories) and 20-ounce (200 calories) bottles are now labeled as one serving as this reflects that most will consume all the entire amount in either size container in one sitting. Therefore, the updates for the serving size do not suggest this is what you **should** be consuming but rather what is **typically** being consumed by the consumer.

Activity:

Say to the group: Think back to the last time you purchased a soda from a food market. What soda bottle sizes were available? How many times have you gone through the drive through and placed your order and the attendant asked if you would like to super-size your drink even after you place your order? This is even done for kids' meals.

Lesson Summary:

As we look at the "old" food label and compare it to the new Nutrition Fact Label we see many new updates. We know that the "new" Nutrition Fact Label is updated to introduce the new scientific information since the last update. We also know that the updates are a true reflection of what consumers are consuming and not to be mistaken for a recommendation.

The new Nutrition Fact Label redesign was created with you in mind. The intention is to make you aware of how you can take control of your health and make good healthy food choices.

To learn more about the Nutrition Fact Label, share this link with members and explore the Interactive Nutrition Fact Label. https://www.accessdata.fda.gov/scripts/interactivenutritionfactslabel/

Enjoy and have FUN!

Lesson Prepared by: Iris McDuffie MS, RDN, LD

Lesson Review by: Rhonda Matthews, Program Team Leader, Clemson University Cooperative Extension Service Rural Health and Nutrition

Sources/References:

https://www.dietaryguidelines.gov/sites/default/files/2021-03/Dietary_Guidelines_for_Americans-2020-2025.pdf

https://health.gov/sites/default/files/2019-10/DGA_Cut-Down-On-Added-Sugars.pdf

https://www.fda.gov/media/99331/download

https://www.accessdata.fda.gov/scripts/interactivenutritionfactslabel/

https://www.fda.gov/food/nutrition-education-resources-materials/new-nutrition-facts-label

https://www.cdc.gov/nutrition/data-statistics/added-sugars.html

The New and Improved Nutrition Facts Label – Key Changes

U.S. FOOD & DRUG ADMINISTRATION

The U.S. Food and Drug Administration has finalized a new Nutrition Facts label for packaged foods that will make it easier for you to make informed food choices that support a healthy diet. The updated label has a fresh new design and reflects current scientific information, including the link between diet and chronic diseases.

1. Servings

The number of "servings per container" and the "Serving Size" declaration have increased and are now in larger and/or bolder type. Serving sizes have been updated to reflect what people actually eat and drink today. For example, the serving size for ice cream was previously 1/2 cup and now is 2/3 cup.

There are also new requirements for certain size packages, such as those that are between one and two servings or are larger than a single serving but could be consumed in one or multiple sittings.

2. Calories

"Calories" is now larger and bolder.

3. Fats

"Calories from Fat" has been removed because research shows the type of fat consumed is more important than the amount.

4. Added Sugars

"Added Sugars" in grams and as a percent Daily Value (%DV) is now required on the label. Added sugars includes sugars that are either added during the processing of foods, or are packaged as such (e.g., a bag of table sugar), and also includes sugars from syrups and honey, and sugars from concentrated fruit or vegetable juices. Scientific data shows that it is difficult to meet nutrient needs while staying within calorie limits if you consume more than 10 percent of your total daily calories from added sugar.

5. Nutrients

The lists of nutrients that are required or permitted on the label have been updated. Vitamin D and potassium are now required on the label because Americans do not always get the recommended amounts. Vitamins A and C are no longer required since deficiencies of these vitamins are rare today. The actual amount (in milligrams or micrograms) in addition to the %DV must be listed for vitamin D, calcium, iron, and potassium.

The daily values for nutrients have also been updated based on newer scientific evidence. The daily values are reference amounts of nutrients to consume or not to exceed and are used to calculate the %DV.

6. Footnote

The footnote at the bottom of the label has changed to better explain the meaning of %DV. The %DV helps you understand the nutrition information in the context of a total daily diet.

Current Label

Nutrition Facts

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

Amount Per Serving

Calories 230	Calories from Fat 72
	% Daily Value*
Total Fat 8g	**12%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**12%**
Dietary Fiber 4g	**16%**
Sugars 12g	
Protein 3g	
Vitamin A	10%
Vitamin C	8%
Calcium	20%
Iron	45%

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

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

New Label

Nutrition Facts

1 8 servings per container
Serving size **2/3 cup (55g)**

2 **Amount per serving**
Calories **230**

	% Daily Value*
3 **Total Fat** 8g	**10%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**13%**
Dietary Fiber 4g	**14%**
Total Sugars 12g	
4 Includes 10g Added Sugars	**20%**
Protein 3g	
5 Vitamin D 2mcg	10%
Calcium 200mg	15%
Iron 8mg	45%
Potassium 235mg	6%

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

Transitioning to the New Label

Manufacturers still have time to begin using the new and improved Nutrition Facts label, so you will see both label versions for a while. However, the new label is already starting to appear on products nationwide.

For more information about the new Nutrition Facts label, visit:
www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm385663.htm

January 2018