

Get to Know Nutrition Facts Labels.

Form a healthy habit by reading food labels to determine what's inside and make informed food choices

LOOK

at Serving Sizes

The information listed on the Nutrition Facts label is based on a typical serving size in common measurements like cups, ounces, or pieces.

A package may contain more than one serving, so if you're eating more or less than the serving listed, you'll need to multiply or divide the numbers listed.

GET MORE

of These

- Dietary Fiber
- Vitamin D
- Calcium
- Iron
- Potassium

These nutrients improve your health, yet most Americans don't get enough of them in their diets. Look for foods with 10% or more of these nutrients in the % Daily Value column.

Nutrition Facts

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

Amount per serving
Calories 230

% Daily Value*	
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	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	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.

CHECK

Calories

The portion size or amount you eat as a serving determines the number of calories you consume.

The number of calories you need daily depends on your age, gender, and level of physical activity. Visit www.ChooseMyPlate.gov to find your calorie needs.

LIMIT

These

- Fat
- Sodium
- Cholesterol
- Added Sugars

Eating too much of these nutrients increases your risk of diseases like obesity, heart disease, high blood pressure, and some cancers.

Added Sugars should be limited to 10% of your daily calories.



% DAILY VALUE

(DV)

These percentages show whether the nutrients in a serving contribute a little or a lot to your total daily intake. Percent Daily Values on the Nutrition Facts label are based on a 2,000-calorie diet. Your % Daily Value may be higher or lower depending on your daily calorie needs.

Nutrition Facts

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

Amount per serving
Calories 230

% Daily Value*
Total Fat 8g 10%
 Saturated Fat 1g 5%
 Trans Fat 0g

Cholesterol 20g 40%
 Total Cholesterol 20g
 Saturated Fat 1g
 Sodium 300mg
 Potassium 25g
 Total Carbohydrate 25g
 Dietary Fiber 2g

Protein 3g
 Total Protein 3g

Vitamin D 2%
 Calcium 26%
 Iron 8mg
 Potassium 23%

Ingredients: Whole Grain Oat Flour (includes the oat bran), Marshmallows (sugar, modified corn starch, corn syrup, dextrose, gelatin, artificial flavor, yellows 5 & 6, blue 1, red 40), Sugar, Contains 2% or less of: Salt, Corn Syrup, Wheat Starch, Trisodium Phosphate.
Vitamins & Minerals: Vitamin B1 (thiamin mononitrate), Vitamin B2 (riboflavin), Niacin (niacinamide), Vitamin B6 (pyridoxine hydrochloride), Folic Acid, Vitamin B12, Vitamin C (sodium ascorbate), A Palmitate, Reduced Iron, Zinc (zinc oxide), Vitamin D, Carbonate.

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Read Ingredient Lists

Ingredients are listed by quantity, from highest to lowest amount. That means the first few ingredients make up the majority of the food product.

How can you use the ingredient list to make healthy food choices?

- The word "whole" in the name of the ingredient in the list indicates the food is whole grain.
- Any word ending in "ose" is usually a type of sugar.
- The words "partially hydrogenated" indicate that the food contains trans fats, even if the label says "0g Trans Fat." The Food and Drug Administration allows companies to put 0 grams if there is less than 0.5 grams trans fat.



About Added Sugars

Added sugars are sugars and syrups that are added to foods or beverages when they are processed or prepared. This does not include natural sugars found in milk and fruits.

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 calories from added sugars. Enjoy foods with added sugar in moderation.



What Does the Package Tell You?

1 FRESHNESS DATES

Most dates printed on packages are quality dates set by the manufacturer, not expiration dates. What do they mean?

- "Sell-by" is the date that tells the store how long to display a product for sale. You should buy the product before this date.
- "Best if used by" or "use by" are dates recommended for best flavor or quality.

2 WEIGHT OR AMOUNT IN PACKAGE

Packages are printed with the weight or volume of the food inside. This information can help you compare sizes of products and to help determine the best price when you divide the amount by cost.

3 PRODUCT CLAIMS

Some food packages make health claims such as "low fat" or "cholesterol free." These claims can only be used if the food meets the following requirements:



Calorie free	Less than 5 calories	Cholesterol free	Less than 2 milligrams cholesterol and 2 grams or less saturated fat
Low calorie	40 calories or less	Sodium free	Less than 5 milligrams sodium
Light/Lite	1/3 fewer calories or 50% less fat than the original	Very low sodium	35 milligrams or less sodium
Fat free	Less than 0.5 grams fat	Low sodium	140 milligrams or less sodium
0 Trans fats	Less than 0.5 grams trans fat	High fiber	5 grams or more fiber
Low fat	3 grams or less fat		