

Community Food Advisor Program

CFA Training - Session 4 Label Reading



Welcome & Introduction

At the End of This Presentation, You Will Have a Better Understanding of:

- How to interpret and use nutrition information on food labels in Canada
- Food information programs in Canada
- Terminology used on labels such as, organic, probiotic, GMO and Best Before date

Nutrition Information Provided on Food Labels

Nutrition Facts

Nutrition Facts	
Valeur nutritive	
Per 1 bowl (300 g) / Pour 1 bol (300 g)	
Amount	% Daily Value
Teneur	% valeur quotidienne
Calories / Calories	440
Fat / Lipides 19 g	29 %
Serving Size / Servir 4	

Ingredient List

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

Nutrition Claims...

“Good source of fibre”

Health Claims...

“A healthy diet...”

Nutrition Facts

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

Since 2005

- Easy to find
- Easy to read
- On most pre-packaged foods

What Food Products Have Nutrition Facts?

Almost All Pre-packaged Foods Have Nutrition Facts.

Some Exceptions Are:

- Fresh fruit and vegetables
- Raw meat, poultry, fish and seafood
- Foods prepared or processed at the store, such as bakery items, sausage, salads
- Foods that contain very few nutrients, such as coffee beans, tea leaves, spices
- Alcoholic beverages

Nutrition Facts

Use Nutrition Facts...

- To easily compare similar foods
- To look for foods with a little or a lot of a specific nutrient
- To select foods for special diets
- To make informed food choices

Nutrition Facts	
Valeur nutritive	
Per 1 bowl (300 g) / Pour 1 bol (300 g)	
Amount	% Daily Value
Teneur	% valeur quotidienne
Calories / Calories	440
Fat / Lipides 19 g	29 %
Saturated / S	4

Nutrition Facts

Nutrition Facts Are Based on a Specific Amount of Food

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

Compare this to the amount you eat.

The **Specific Amount** is:

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

Nutrition Facts

Examples of Specific Amount of Food:

Food	Suggested Serving
Bread	50 g or 1 slice (if unsliced) 25 to 70 g or 1-2 slices (if sliced)
Crackers	15-30 grams (4 crackers)

Specific Amount of Food

Compare It To The Amount You Eat...

Nutrition Facts

Bran cereal with raisins
1 cup (59 g)



Amount you eat

Bran cereal with raisins
1 ½ cups



The % Daily Value (% DV)

Nutrition Facts			
Per 3/4 cup (175 g)			
Amount	% Daily Value		
Calories 160			
Fat 2.5 g			4 %
Saturated 1.5 g			8 %
+ Trans 0 g			
Cholesterol 10 mg			
Sodium 75 mg			3 %
Carbohydrate 25 g			8 %
Fibre 0 g			0 %
Sugars 24 g			
Protein 8 g			
Vitamin A 2 %	Vitamin C		0 %
Calcium 17 %	Iron		0 %

- Shows if there is a little or a lot of a nutrient
- Used to evaluate the nutrient content of foods



How To Use The % Daily Value

Step 1: **Look** at the amount of food

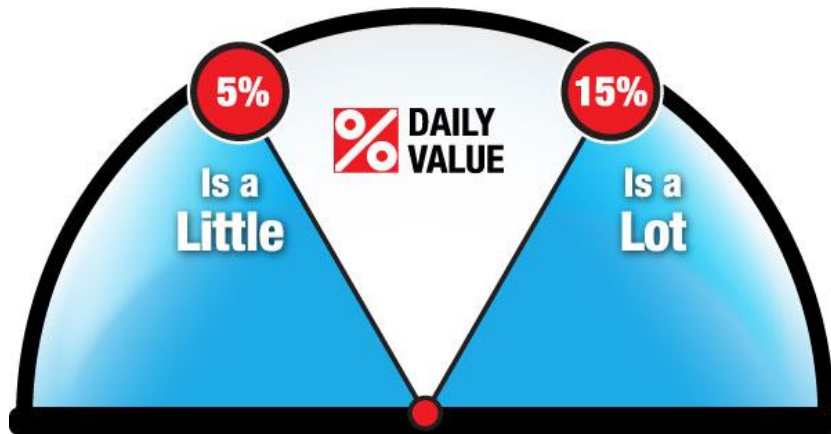
Nutrition Facts	
Per 3/4 cup (175 g)	
Amount	% Daily Value
Calories 160	
Fat 2.5 g	4 %
Saturated 1.5 g	8 %
+ Trans 0 g	
Cholesterol 10 mg	
Sodium 75 mg	3 %
Carbohydrate 25 g	8 %
Fibre 0 g	0 %
Sugars 24 g	
Protein 8 g	
Vitamin A 2 %	Vitamin C 0 %
Calcium 17 %	Iron 0 %



How To Use The % Daily Value

Step 2: Read the % DV

- **5% DV** or less is a **LITTLE**
- **15% DV** or more is a **LOT**



Nutrition Facts	
Per 3/4 cup (175 g)	
Amount	% Daily Value
Calories 160	
Fat 2.5 g	4 %
Saturated 1.5 g	8 %
+ Trans 0 g	
Cholesterol 10 mg	
Sodium 75 mg	3 %
Carbohydrate 25 g	8 %
Fibre 0 g	0 %
Sugars 24 g	
Protein 8 g	
Vitamin A 2 %	Vitamin C 0 %
Calcium 17 %	Iron 0 %

How To Use The % Daily Value

Step 3: Choose

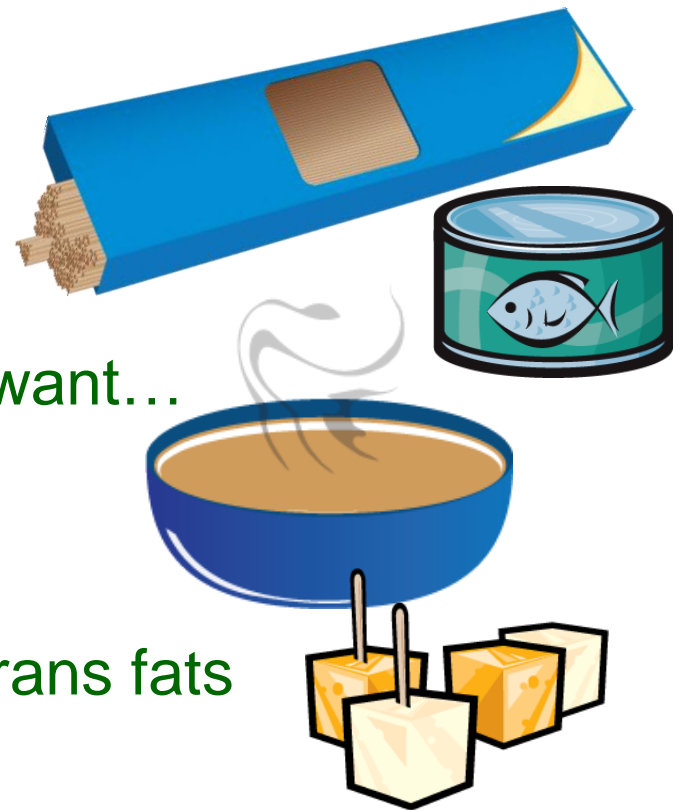
- Make a better choice for you
- Here are some nutrients you may want...

More of...

- Fibre
- Vitamin A
- Calcium
- Iron

Less of...

- Fat
- Saturated and trans fats
- Sodium



How To Use The % Daily Value

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

Cereal A

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

Cereal B

Nutrition Facts			
Per 3/4 cup (30 g)			
Amount	% Daily Value		
Calories 115			
Fat 0 g	0 %		
Saturated Fat 0 g	0 %		
+ Trans Fat 0 g			
Cholesterol 0 mg			
Sodium 150 mg	6 %		
Carbohydrate 27 g	9 %		
Fibre 1 g	4 %		
Sugars 10 g			
Protein 2 g			
Vitamin A 0 %	Vitamin C	0 %	
Calcium 2 %	Iron	30 %	

Most Canadians Eat Too Much Salt

% DV for a young child is really...

- 27% for 1 to 3 years of age
- 22% for 4 to 8 years of age

Nutrition Facts			
Per 1 cup (55 g)			
Amount	% Daily Value		
Calories 220			
Fat 2 g			3 %
Saturated 0 g			
+ Trans 0 g			0 %
Cholesterol 0 mg			
Sodium 270 mg			11 %
Carbohydrate 44 g			15 %
Fibre 8 g			32 %
Sugars 16 g			
Protein 6 g			
Vitamin A 0 %	Vitamin C	0 %	
Calcium 4 %	Iron	60 %	

The Ingredient List

List all of the ingredients for a food **by weight**, from the most to the least...

INGREDIENTS: Whole Grain Rolled Oats, Sugar, High Monounsaturated Canola Oil, Mond Pieces, Raisins, Golden Syrup, Salt, Crisp Rice (Rice Flour, Soy Protein, Sugar, Malt, Salt), Soy Lecithin, Natural Flavour

Where Is The Sugar?

Granola (Quaker Rolled Oats, Rolled Whole Wheat, Brown Sugar, Sunflower Oil, Fructose-glucose, Dried Unsweetened Coconut, Honey, Sodium Bicarbonate, Natural Flavour, Modified Milk Ingredients), Glucose, Crisp Rice (Rice Flour, Sugar, Malt Extract, Salt), Chocolate Chunks (Chocolate Liquor, Sugar, Dextrose, Cocoa Butter, Soy Lecithin, Vanilla Extract), Peanuts, Honey, Raisins Coated With Hydrogenated Cottonseed And/Or Soybean And/Or Canola Oil, Sunflower Oil, Barley Flakes (Pearled Barley, Malt Extract), Corn Flakes (Milled Corn, Sugar, Salt, Barley Malt), Fructose-glucose, Fructose, Glucose Solids, Invert Sugar, Glycerin...

Many Names For Sugar

Granola (Quaker Rolled Oats, Rolled Whole Wheat, **Brown Sugar**, Sunflower Oil, **Fructose-glucose**, Dried Unsweetened Coconut, **Honey**, Sodium Bicarbonate, Natural Flavour, Modified Milk Ingredients), **Glucose**, Crisp Rice (Rice Flour, **Sugar**, **Malt Extract**, Salt), Chocolate Chunks (Chocolate Liquor, **Sugar**, **Dextrose**, Cocoa Butter, Soy Lecithin, Vanilla Extract), Peanuts, **Honey**, Raisins Coated With Hydrogenated Cottonseed And/Or Soybean And/Or Canola Oil, Sunflower Oil, Barley Flakes (Pearled Barley, **Malt Extract**), Corn Flakes (Milled Corn, **Sugar**, Salt, **Barley Malt**), **Fructose-glucose**, **Fructose**, **Glucose Solids**, **Invert Sugar**, Glycerin...

Other Names For ...

Sugar...

- Sucrose
- Dextrose
- Corn syrup
- Malt Syrup
- Maltodextrin
- Lactose
- Molasses
- Honey
- Fructose
- Maple Syrup
- Maltose

Fat...

- Shortening
- Lard
- Coconut/palm oils
- Vegetable oils
- Diglycerides
- Hydrogenated Vegetable Oils
- Stabilized vegetable Oils

Salt...

- Sodium phosphates
- MSG: Monosodium Glutamate
- Sodium Stearoyl-2-lactylate
- Sodium chloride
- Sodium Sulfite
- Sodium Nitrate
- Sodium Propionate

Nutrition Claims



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

Nutrition Claims

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

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

Nutrition Claims

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

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

Choose Higher Fibre Products

Source	2 grams
Good source	4 grams
Excellent	6 grams

Health Claims

Disease Risk Reduction Claims:

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

Food Information Programs

- Use front-of-package symbols/logos to identify “better for you” products
- Based on nutrition standards developed by food manufacturers for their own products or by a third party

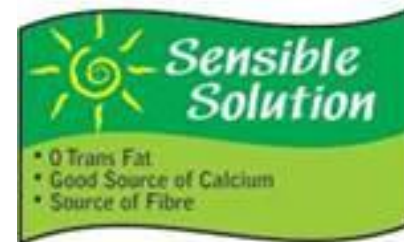
Food Information Programs

Examples of food manufacturer programs:

➤ PC[®] *Blue Menu*[™]



➤ Kraft Sensible Solution



Health Check™



- Found on grocery products and restaurant menu items
- Must meet nutrition criteria:
 - Criteria developed by HSF and not industry
 - Fee to have product/menu item reviewed
 - Voluntary program

Guiding Stars

- Impartial, patented food rating system developed in the U.S. and adapted for Canada
- Foods are rated as having 1, 2 or 3 stars based on their nutritional content
- Introduced across Loblaw stores (Fortinos®) in February 2013
- For details, go to www.guidingstars.ca or www.youtube.com/watch?v=SV1r91Un4-g



Food Additives

- Any chemical substance added to food during preparation or storage
- Uses:
 - Make food attractive
 - Prevent lumping or caking (e.g., salt)
 - Prevent or delay spoilage
 - To sweeten food (artificial sweeteners)
 - Help in processing, packaging and storage

What They Do...

Antioxidants, antifoaming, bleaching, colouring, emulsifiers, firming agents, food enzymes, gelling agents, glazing agents, pH adjustment, starch modifying, stabilizers, thickening agents, texture-modifying agents, whipping agents, yeast foods, plasticizing agents, clarifying agents, deodorizing agents, foaming agents, carbonating agents.

Nutritive Sweeteners

Nutritive Sweeteners:

- Table Sugar, molasses, honey and corn syrup
- Provide 4 calories/gram
- Changes into glucose
- Sugar alcohols such as sorbitol, mannitol and xylitol
 - Partly absorbed
 - Small effect on blood sugar level

Non-nutritive Sweeteners

In Canada the following are allowed:

- Aspartame
- Sucralose
- Acesulfame Potassium
- Sugar alcohols
- Saccharin
- Cyclamate
- Thaumatin
- Steviol glycosides

Best Before Dates

- Must be on prepackaged foods that will keep for 90 days or less
- Potential shelf life if unopened
- If packaged at store “best before date” and “how to store it”

Expiry Dates

- Must appear on product such as formula
 - After expiry may not have the same nutrient content as on label
- Can appear any where on label
- Year is optional but if used must be first
 - 13 JA 22
- Does not indicate food safety

Precautionary Statements

- Used when manufacturer potential to introduce a common allergenic ingredient
- Cross contamination that could NOT be avoided by good manufacturing practice
- Food is manufactured on same equipment

Precautionary Statements

- CFIA recommends that the food manufacturer transfer any precautionary statement from prepackaged foods added to a product.
- Can be listed under group names such as **“May contain fish, tree nuts, crustaceans or shellfish”**

Food Allergen Labelling

Protein, modified protein, or protein fractions from the following foods in pre-packaged foods:

- Peanuts
- Sesame seeds
- Wheat, triticale
- Eggs
- Milk
- Soybeans
- Mustard seeds
- Shellfish
- Crustaceans
- Nuts - almonds, brazil nuts, cashews, hazelnuts, macadamia nuts, pecans, pine nuts, pistachios or walnuts

Food Allergen Labelling

- Gluten sources must be declared when a food contains gluten protein, modified gluten protein, or gluten protein fractions from:
 - Barley
 - Oats
 - Rye
 - Triticale
 - Wheat
- Sulphites will have to be declared if 10 ppm in finished product

Other Claims Found on Food Labels

Local:

- CFIA interprets this to mean that the food originates within 50 km or the definition in the Food and Drug Act which ever is least restrictive
- “Foodland Ontario” means Grown within Ontario so not “local”



Country of Origin

- Mandatory for certain products
- If wholly manufactured outside of Canada
 - Must include either country of origin or
 - Name and address of foreign manufacturer or
 - Statement “imported by or for” plus name of Canadian Company
- Name and address of company
- Mandatory

Organic Foods

- Since June 2009
- Product must be certified by the Certification Body to the Canadian Organic Standards
- At least 95% organic ingredients to use logo
- Less than 95% may indicate % organic ingredients



Natural

- Not to convey that “Nature” has miraculously made superior food
- Ingredients or food have not been significantly altered
- Food does not contain added vitamins, minerals, artificial flavourings or food additives
- Nothing has been removed or significantly changed except water

Genetically Modified Organism: GMO Foods

- Food derived from an organism that has had heritable traits changed by:
 - Crossbreeding
 - Using chemicals or radiation
 - Using genetic engineering techniques
- Must be labelled if concern re: allergenicity or nutritional changes