

SMART COUNTING FOR YOUR HEALTH

Did you know that eating or drinking just 100 extra calories every day can contribute over 10 pounds of weight gain per year?

Smart Counting = Healthy Choices. Smart counting requires reading and understanding nutrition labels of items while shopping. Often when asked “what is the most valuable information on a Nutrition Fact Panel?” a consumer will respond, “fat” or “sodium.” But, the most important information is “calories and serving size.” Serving size on a package drives all other information on a Nutrition Fact Panel (NFP); nutrients listed on a product are based on the serving size. For example, a package of food may list Serving Size as 1 cup with the Servings per Container as 2. The nutrient amount listed is per *serving*. If you consume the entire package, you are actually consuming twice the amount of nutrients listed! All calories count, and these calories add up! Overeating, even on healthy foods, can lead to weight gain.

Nutrition Facts	
Serving Size 1 cup (228g) Servings Per Container about 2	
Amount Per Serving	
Calories 250	Calories from Fat 110
% Daily Value*	
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Proteins 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
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
Saturated Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

For educational purposes only. This label does not meet the labeling requirements described in 21 CFR 101.9.

The Nutrition Fact Panel also has % Daily Value (DV). What is % DV? These percentages of daily values help you compare nutrients in different products. They are based on the daily value for select nutrients listed on the NFP and on a 2000 calorie per day diet. Five percent (5%) or less DV is considered “low” in a nutrient and 20% or greater is considered a “high” source of the nutrient. Aim for $\geq 20\%$ DV for the positive nutrients that are beneficial to your health such as Fiber, Vitamin A, Vitamin C, Calcium, and Iron and aim for $\leq 5\%$ for the negative nutrients that may be harmful to your health such as Total Fat, Saturated Fat, Cholesterol, and Sodium. Although trans fats do not currently have a daily value category, aim to keep this fat as low as possible.

A healthy weight boils down to one formula: calories in vs. calories out! Bigger portions can add on the calories, even if the food is considered healthy. Be mindful of the amount of food you eat. To find out what is the right amount of calories for you, visit www.choosemyplate.gov and “personalize” your daily food plan. Control your portions; don’t let the portions control you! Add physical activity to balance out the extra calories and maintain your weight. However, to lose weight, you must add extra physical activity and lower your intake of calories at the same time.

Along with a healthy weight, making other dietary changes will also benefit your health. Look for items that are nutrient dense — items that provide important nutrients like whole grains and 100% juice and are also lower in

sodium, sugars, fats, and calories or are “heart healthy.” With nutrient-dense foods, you’ll get more nutrition for your value. Try to stay with low- to moderate-calorie foods and watch the serving size. Low calories = 40 calories or less per serving; moderate calories = 100 calories per serving; high calories = 400 calories per serving. The **KEY** to your health is in your hand. Next time you go shopping, look for some of the **Keys to Better Health™** on the products you buy:

- **Whole grain** — look for whole grain as the first ingredient to reap its many benefits such as lower risk of heart disease, diabetes, and certain types of cancer.
- **Low Sodium** — high amounts of sodium have been linked to high blood pressure and are listed as a risk factor for heart disease and stroke. Low sodium products have 140mg or less of sodium per serving.
- **Sugar Free** — items with 0g of sugar. Foods with high sugar content provide extra, empty calories.
- **100% Juice** — naturally occurring sugars and does not contain added refined sugar.

Remember, Smart Counting = Healthy Choices. Healthy Choices begin with YOU! Read the Nutrition Fact Panel and visit www.choosemyplate.gov to expand your knowledge in HEALTH!



REFERENCES

1. <http://www.accessdata.fda.gov/videos/CFSAN/HWM/hwmgloss.cfm>
2. <http://www.fda.gov/Food/GuidanceComplianceRegulatoryInformation/GuidanceDocuments/FoodLabelingNutrition/FoodLabelingGuide/ucm064911.htm>
3. <http://www.fda.gov/downloads/Food/LabelingNutrition/PrintInformationMaterials/UCM272930.pdf>