

Q-100 Society

*Label Reading of Nutrition Facts*

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A Presentation

By

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# Two Rules of Label Reading

(According to Rip Esselstyn)

- Rule 1 – Never believe the claims on the outside of a package or box
- Rule 2 – Read the nutritional information box as well as the ingredients list of every product

# Never Believe the Claims on the Outside of a Package or Box

- This includes such descriptions as “2 percent fat,” “Reduced fat,” “97 percent fat-free,” “Fat-free,” “Low in carbohydrates,” “Healthy,” “Wheat,” “Natural,” etc.
- Let’s figure out the amount of fat in an eight-ounce glass of “2 percent” milk

# “2 percent Milk”

<b>Nutrition Facts</b>	
Serving Size 1 cup 244g (244g)	
<b>Amount Per Serving</b>	
<b>Calories</b> 122	Calories from Fat 43
<b>% Daily Value*</b>	
<b>Total Fat</b> 5g	7%
Saturated Fat 3g	15%
Trans Fat	
<b>Cholesterol</b> 20mg	7%
<b>Sodium</b> 100mg	4%
<b>Total Carbohydrate</b> 12g	4%
Dietary Fiber 0g	0%
Sugars 12g	
<b>Protein</b> 8g	
Vitamin A 9%	Vitamin C 1%
Calcium 29%	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.

SOURCE: Nutritional information from [www.NutritionData.com](http://www.NutritionData.com)

- The number of calories per serving (1 cup) is 122
- The number of fat calories per serving is 43
- To figure out the percent of fat - divide the fat calories by the total calories and multiply by 100
- So the fat in this “2 percent milk” is really **35%!!**
- It is 2% fat only by weight, not calories ( $5/244 \times 100 = 2\% !!$ )
- As for a comparison, 1 percent milk is 25% fat and whole milk is 50%

# “Fat Free” or “Nonfat”

## Nutrition Facts

Serving Size 1 spray, about 1/3 second  
1NLEA serving 0g (0g)

### Amount Per Serving

Calories 2                      Calories from Fat 2

% Daily Value\*

Total Fat 0g                      0%

Saturated Fat 0g                      0%

Trans Fat

Cholesterol 0mg                      0%

Sodium 0mg                      0%

Total Carbohydrate 0g                      0%

Dietary Fiber 0g                      0%

Sugars 0g

Protein 0g

Vitamin A                      0% • Vitamin C                      0%

Calcium                      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.

- Cooking sprays such as Pam
- The FDA allows any food with less than one-half a gram of fat per serving to call itself “fat free”
- Thus the manufacturers shrink the serving size down until there is less than one-half of one gram of fat per serving of the product
- Pam contains **702** servings and each serving is the equivalent of holding down the sprayer for **one-third of one second!!**
- But that 1/3 second spray contains **100% fat!!**

# “Secret” Ingredients

- “Zero trans fat” – bold letters on the front of the packages. But look out for “hydrogenated oils” or “partially hydrogenated soybean oil” hiding in the list of ingredients
- “Multigrain,” “Cracked Wheat,” “Seven-Grain,” “Stone-Ground,” “100 Percent Wheat,” “Enriched Flour,” “Unbleached,” “Semolina,” “Durum Wheat,” “Whole Grain Blend,” – a grain product is not really whole grain unless the first ingredient listed is “whole” followed by the type of grain – whole oats, whole rye, whole wheat, whole semolina, or whole durum wheat

# “Natural” or “Healthy”

- Earth Balance makes a product they call a “natural buttery spread,” “non-GMO,” contains “100 percent expeller pressed oils,” “non-hydrogenated,” and “100 percent vegan/nondairy.” But 1 tablespoon of this product contains 120 calories and all 120 calories come from fat
- You can put lipstick on a pig, but it’s still a pig!
- Remember – Never, ever believe the claims on the outside of a package or box!

# Focus on Four Items in “Nutrition Facts” Label

- **1) The number of servings per container** – A king-size Snickers bar has three servings per bar with 170 calories per serving.
- Who eats one-third of a Snickers bar? One bar contains 510 calories!
- **2) Fat Content** – Food manufacturers give three different units (calories, grams, and Percent of Daily Value) on their labels, but never tell you exactly what percentage of the calories in that product come from fat. Always do the math yourself – divide the calories from fat by the total number of calories per serving. Rip suggests to keep the total calories from fat in each food below 25%

# Focus on Four Items in “Nutrition Facts” Label

- **3) Added No-No's: Sodium, Sugar, Fats** – Food companies list their products' ingredients in descending order by weight. The first ingredient weights the most and the last the least. Avoid extra added junks –
- limit the amount of sodium per serving to the number of calories per serving. Fewer the better. A teaspoon of table salt contains 2,200 mg
- Watch added sugar in different types of sweeteners – sugar, corn syrup, molasses, high fructose corn syrup, and malt flavoring. 4 grams of sugar equals 1 teaspoon
- The first added fat to look for on a label are saturated animal fats. Then the added trans fats – formed as a by-product of the hydrogenation process. Look for and avoid “hydrogenated” and “partially hydrogenated” vegetable oils in the ingredient list. Other hidden fats are monoglycerides and diglycerides. One gram of fat contains 9 calories

# Focus on Four Items in “Nutrition Facts” Label

<b>Nutrition Facts</b>	
Serving Size 1 tbsp 14g (13g)	
<b>Amount Per Serving</b>	
<b>Calories</b> 119	Calories from Fat 119
<b>% Daily Value*</b>	
<b>Total Fat</b> 14g	21%
Saturated Fat 2g	9%
Trans Fat	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 0mg	0%
<b>Total Carbohydrate</b> 0g	0%
Dietary Fiber 0g	0%
Sugars 0g	
<b>Protein</b> 0g	
Vitamin A 0%	• Vitamin C 0%
Calcium 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.

SOURCE: Nutritional information from [www.NutritionData.com](http://www.NutritionData.com)

- The best sources of fat are whole foods, such as nuts, seeds, grains, greens, and vegetables, rather than added oils, meat, dairy, or man-made trans fats
- Eat olives instead olive oil - olive oil is 100% fat!
- Analysis of one tablespoon of olive oil – 119 calories, none fiber, non protein, 14 grams fat (100%), 2 grams saturated fat (15%), none minerals, non vitamins

# Focus on Four Items in “Nutrition Facts” Label

- **4) Fiber** – a type of carbohydrate that your body can’t digest, and must expel. But that’s good news!
- It helps fill us up so we eat less
- It keeps our gastrointestinal tract regular and our stools airy and light
- It helps us to stabilize our blood sugar, maintain constant energy levels, and prevent diseases – acts like a little internal janitor, wielding scrub brushes that clean and carry off disease-promoting substances such as cholesterol
- Fiber is found exclusively in plant-based foods
- Eat whole fruits and vegetables instead of drinking fruit and vegetable juices – an 8 oz. glass of orange juice contains zero fiber, 120 calories, and 23 grams of sugar. It does little to satiate your appetite, but only give you a huge glucose spike followed by a bigger insulin rush. Two oranges give you 7 grams of fiber, 124 calories, and no sugar and insulin spikes and make you feel full!

# Pop Quiz – is this a healthy cereal?



## Nutrition Facts

Serving Size 3/4 cup (55g)  
Servings Per Container about 8

### Amount Per Serving

**Calories** 210    Calories from Fat 20

**% Daily Value\***

**Total Fat** 2.5g    **4%**

Saturated Fat 0g    **0%**

Trans Fat 0g

**Cholesterol** 0mg    **0%**

**Sodium** 75mg    **3%**

**Total Carbohydrate** 45g    **15%**

Dietary Fiber 5g    **20%**

Sugars 17g

**Protein** 4g

# Trader Joe's Lowfat Granola Cereal

- Ingredients
- Whole rolled wheat, milled cane sugar, rice flour, dried cranberries (cranberries, sugar, sunflower oil), cornstarch, vegetable oil (canola and/or safflower and/or sunflower oil), brown rice syrup, honey, molasses, freeze raspberries, freeze dried strawberries, salt, natural flavor, barley malt syrup

# Now You Are a Label-reading Star!

- Q and A