

New and Improved Nutrition Facts Label

The U.S. Food and Drug Administration has updated the Nutrition Facts label on packaged foods and beverages with a goal to make it easier for consumers to understand the information on the label.



FACTS

Use % Daily Value as a Guide

WHAT'S NEW: The Daily Values for nutrients have been updated based on new scientific evidence. The Daily Values are amounts of nutrients to consume or not to exceed each day and are used to calculate the % Daily Value. Some of the Daily Values are based on a 2,000 calorie daily diet.

% Daily Value (%DV) shows how much a nutrient in one serving of the food contributes to a total daily diet. Use the %DV to determine if a serving of the food is high or low in an individual nutrient and to compare food products (check to make sure the serving size is the same).

- As a general rule: 5% DV or less of a nutrient per serving is low and 20% DV or more of a nutrient per serving is high.

Choose Nutrients Wisely

WHAT'S NEW: The nutrients that are required or permitted on the label have been updated. Added Sugars is now required on the label — aim for less than 10 percent of your total daily calories from added sugars. Vitamin D and potassium are also 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.

Use the label to choose products that are lower in nutrients you want to get less of and higher in nutrients you want to get more of.

- **Nutrients to get less of:** saturated fat, trans fat, sodium, and added sugars. Diets higher in these nutrients can increase the risk of developing high blood pressure and/or cardiovascular disease. Get less than 100% DV of these each day. (Note: trans fat has no %DV, so use the amount of grams as a guide)
- **Nutrients to get more of:** dietary fiber, vitamin D, calcium, iron, and potassium. Most Americans do not get the recommended amount of these nutrients, and diets higher in these nutrients can decrease the risk of developing diseases, such as high blood pressure, cardiovascular disease, osteoporosis, and anemia. Get 100% DV of these on most days.

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