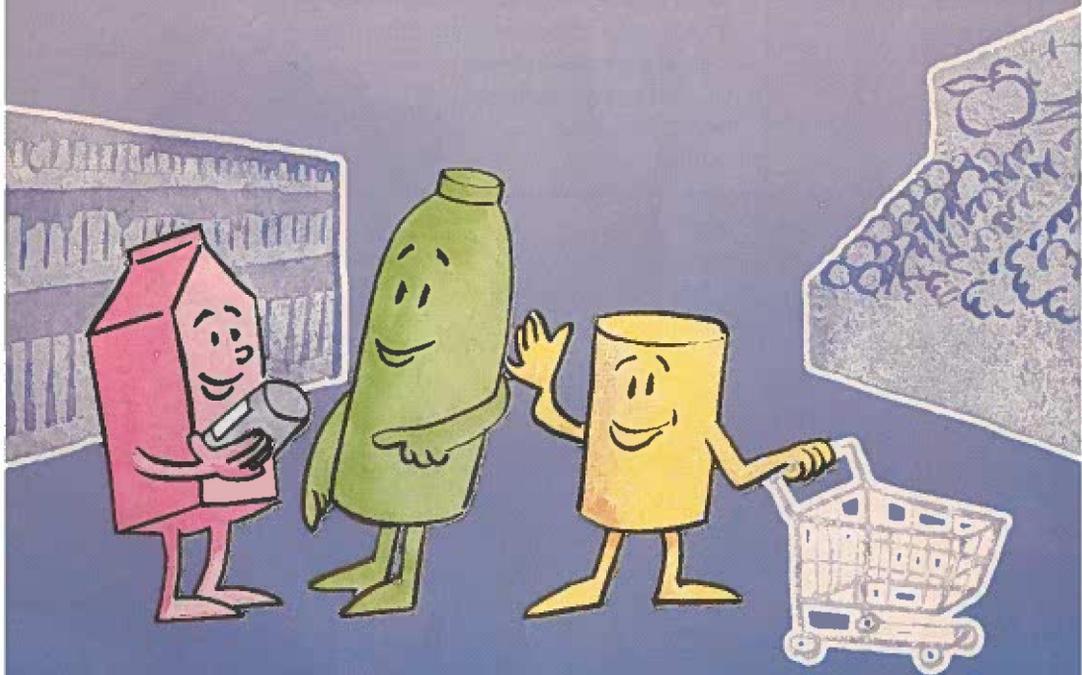




# GUIDE to nutrition labelling



Consumer and  
Corporate Affairs Canada

Canada

KEEP  
IT

Just as important, we have also been bringing you information.

Kellogg Canada is committed to educating Canadians about the benefits of healthy eating and easy ways to create a balanced diet.

Two simple things you can do are to lower your fat intake and make sure your diet is rich in fibre.

**FOR MORE THAN 75 YEARS,  
KELLOGG CANADA HAS  
BEEN BRINGING THE BEST  
TO YOU IN GOOD TASTING,  
NUTRITIOUS FOOD.**



**EATING BREAKFAST IS ONE OF THE  
EASIEST WAYS TO IMPROVE YOUR DIET.**

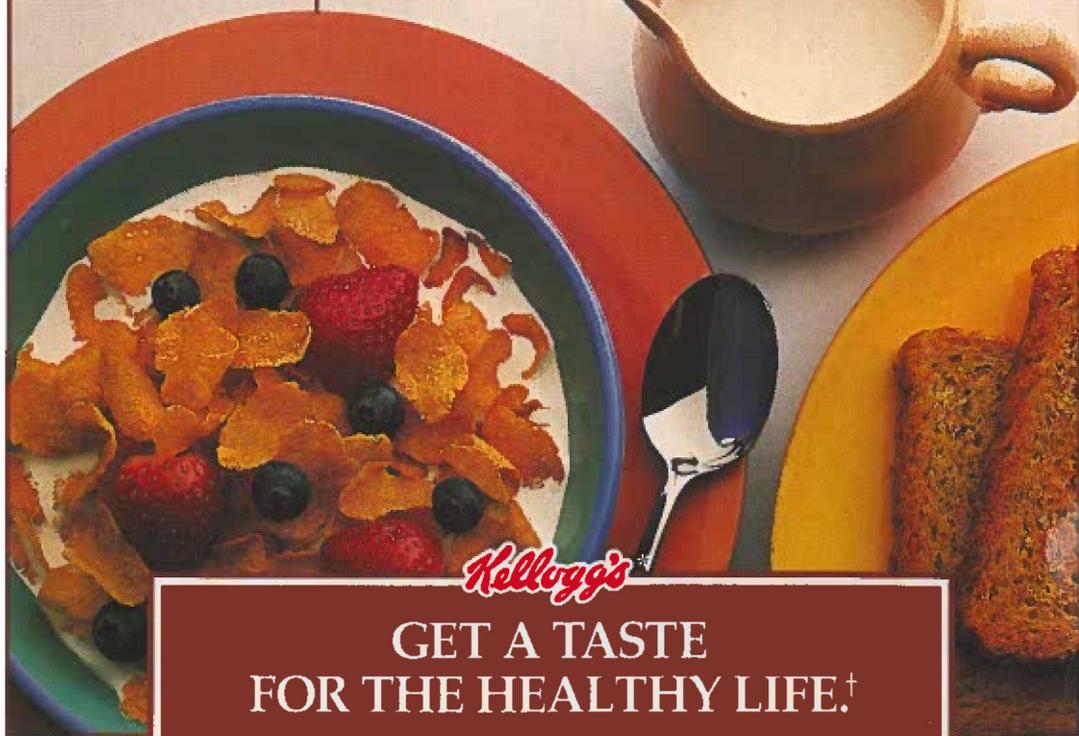
For a low fat, high fibre start to your day, choose cereal products that contain whole grain or bran, and enjoy them with lower-fat milk and fruit. Nutritious and delicious!

**AND DON'T FORGET TO READ THE LABEL.**

Before you buy any food product, check the nutrition label for fat and fibre content and other important information that will help you make the best choices for you and your family.

Kellogg Canada is pleased to assist Consumer and Corporate Affairs Canada in educating Canadians about the nutrition labelling of food products and the importance of diet in promoting healthy lifestyles.

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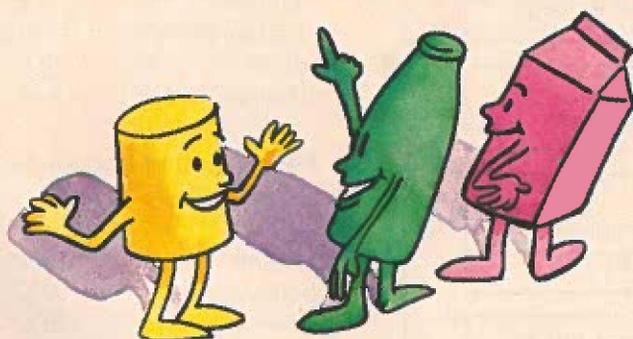
*Kellogg's*

**GET A TASTE  
FOR THE HEALTHY LIFE.†**

READ THE LABELS,  
THEY WILL TELL YOU ABOUT  
THE NUTRITIVE VALUE OF FOOD.  
FOLLOW THE GUIDE!

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The participation of sponsors does not imply that  
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For labelling and advertising purposes,  
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Cat. N°. RG23-92/1991E ISBN: 0-662-19097-1

# HOW TO READ A NUTRITION INFORMATION LABEL

Nutrition information is expressed per **suggested serving**. The serving size will vary according to food type and brand. Consider this fact when comparing foods.

Gives the calorie content (Cal).

Indicates the quantity of naturally occurring and added sugars as well as dietary fibre.

Indicates the level of sodium from salt and all other sources.

Vitamins and minerals are expressed as a percentage of the highest recommended amount.

millilitres:  
5 mL = 1 teaspoon

kilojoules:  
metric unit of energy  
1 Cal = 4.18 kJ

grams: 28 g = 1 ounce

## LASAGNA Nutrition Information per 275 g serving (1 cup/250 mL)

Energy	275	Cal
	1140	kJ
Protein	19	g
Fat	7	g
Polyunsaturates	0.8	g
Monounsaturates	1.9	g
Saturates	2.5	g
Cholesterol	46	mg
Carbohydrate	34	g
Starch	29	g
Sugars	5	g
Dietary Fibre	0.2	g
Sodium	850	mg
Potassium	675	mg

### Percentage of Recommended Daily Intake

Thiamine	20%
Riboflavin	19%
Niacin	18%
Calcium	12%
Iron	28%

The energy value of food is measured in both calories and kilojoules.



## WHERE DOES ENERGY COME FROM?

SOURCES	THAT WE FIND IN	AND THAT GIVE
<b>Protein</b>	milk and milk products, meat, poultry, fish, eggs, peanut butter and legumes	4 Calories (17 kJ) per gram of protein
<b>Carbohydrate</b>	pasta, bread, cereals, fruits, vegetables and sweets	4 Calories (17 kJ) per gram of carbohydrate
<b>Fat</b>	oils, margarine, butter, shortening, salad dressing, mayonnaise, cheese and meat fat	9 Calories (37 kJ) per gram of fat
<b>Alcohol</b>	alcoholic foods and beverages	7 Calories (29 kJ) per gram of alcohol

**TAKE NOTE:** Vitamins and minerals do not provide energy but some of them help the body to utilize it.



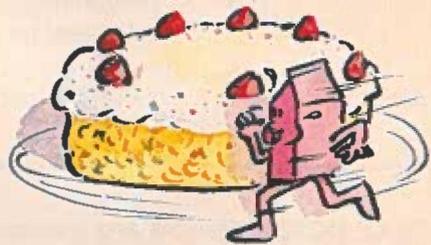
## THE CALORIE CONTENT IS OFTEN USED TO MARKET A FOOD ITEM:

WE READ ON THE LABEL	IT MEANS THAT THE FOOD
. calorie-reduced	contains 50% fewer calories than the same food when not calorie-reduced; it is suitable for dietary use
. low calorie	is calorie-reduced and contains 15 Calories or less per serving; this food usually contains fewer calories than a calorie-reduced food but more than a calorie free food
. calorie-free	contains no more than 1 Calorie per 100 g
. source of energy	contains at least 100 Calories per serving as indicated on the label

To determine exactly how many calories a serving of food contains, look under **ENERGY** in the nutrition information label.

### BALANCE

When we eat, we store energy; when we move, we use that energy. If we move enough to use all the energy we consume, our weight stays the same; if we don't, we gain weight: it's a balancing act!



# PROTEIN

Proteins help build and repair body tissues such as muscles and skin. They also help build antibodies.

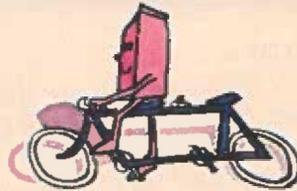
Proteins are composed of amino acids. If they contain all nine (9) essential amino acids in adequate proportions, they are considered complete proteins.

## COMPLETE PROTEINS



**Sources:**  
meat, poultry and fish  
eggs, milk and cheese

## INCOMPLETE PROTEINS



**Sources:**  
cereals and legumes  
nuts and grains

It is possible to combine different types of incomplete proteins which, when eaten together, provide a better quality of protein.

## ON A LABEL, BE AWARE THAT

. excellent source of protein  
or  
. very high in protein

means the food has a greater quantity and/or better quality of proteins than if the label indicates:

. source  
. good source  
or  
. high in protein



# FAT

## FAT INCLUDES:

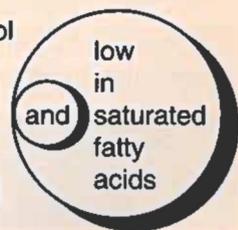
**fatty acids**

the major groups are: - polyunsaturates  
- monounsaturates  
- saturates

**and cholesterol**

## HOW TO MAKE SENSE OF THE CLAIMS?

WE READ ON THE LABEL	IT MEANS THAT THE FOOD CONTAINS
. low in fat	no more than 3 g of fat per serving
. fat-free	no more than 0.1 g of fat per 100 g
. low in saturated fatty acids	no more than 2 g of saturated fatty acids per serving and no more than 15% of the energy derived from these
. low in cholesterol	no more than 20 mg of cholesterol per serving and per 100 g
. cholesterol-free	no more than 3 mg of cholesterol per 100 g



Cholesterol is found in animal fat. There is no cholesterol in vegetable oils, fruits or vegetables, cereals, nuts or grains, etc...

## BUT BEWARE

Cholesterol-free does not mean fat-free.



## IN DAIRY PRODUCTS...



indicates the fat content

## AND IN MEATS

GROUND BEEF	MAXIMUM FAT CONTENT
regular	30%
medium	23%
lean	17%

The higher the percentage (%), the more fat the food contains... and frequently more calories!

## BUTTER AND MARGARINE: THE SAME AND DIFFERENT

**The same:** Butter and margarine provide

- the same amount of fat
  - the same amount of energy
- 100 Calories per 15mL (1 tablespoon)\*

**Different:** Their composition: margarine is made principally of vegetable oil while butter comes from milk fat.

## SOME FACTS ON TROPICAL OILS:

Four such oils exist:

- coconut oil
- palm oil
- palm kernel oil
- cocoa butter

Tropical oils are known to be high in saturated fat. The claim "no tropical oil" on the label of a food means that it does not contain any of these four oils. However, it could contain other fats like hydrogenated vegetable oil and therefore, as much saturated fat.

To evaluate the composition of food, consult the list of ingredients and the nutrition labelling.



\* Health and Welfare Canada,  
Nutrient Value of Some Common Foods, 1988

# CARBOHYDRATE

## CARBOHYDRATES INCLUDE:

- sugars: principally sucrose, glucose and fructose which are found in sugar, honey, brown sugar, molasses, fruits, sugars and syrups used in industry
- starch: found in bread, pasta, rice, potatoes and cereals
- dietary fibre: found in whole grain cereals, fruits, vegetables, nuts, seeds and legumes

## ALL CARBOHYDRATES CONTAIN THE SAME AMOUNT OF ENERGY:

4 Calories (17 kJ) per gram.

## CLAIMS ARE NUMEROUS:

### WE READ ON THE LABEL

- . low in sugar
- . no sugar added or unsweetened
- . sugar-free

### IT MEANS THAT THE FOOD

contains no more than 2 g of sugar per serving

has no sugar added although it may contain naturally present sugar

contains no more than 0.25 g of sugar per 100 g and no more than 1 Calorie per 100 g; this food usually contains the least amount of sugar and often the fewest calories; it is suitable for dietary use

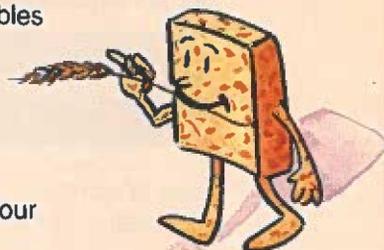


## DIETARY FIBRE

**Definition:** the part of a plant which resists digestion by the enzymes that we produce.

**Sources:** - known foods: nuts  
seeds  
whole grain cereals and flours  
legumes  
fruits and vegetables

- in the list  
of ingredients: wheat bran  
oat bran  
corn bran  
soya cotyledon flour  
pea hull flour



### WE READ ON THE LABEL

### IT MEANS THAT THE FOOD CONTAINS PER SERVING

. source of dietary fibre	at least 2 g of dietary fibre
. high source	at least 4 g of dietary fibre
. very high source	at least 6 g of dietary fibre



### WHERE IS THE INFORMATION?

When there is a claim on a food (for example, low in sugar or no cholesterol), you will find on the label the amount of the nutrients per serving that the food contains. This information follows the list of ingredients or is contained in a nutrition information label. It will help you to compare different food products. The list of ingredients will be useful in determining the source of these nutrients.

# SALT AND SODIUM

## IN THE LIST OF INGREDIENTS, SODIUM IS CONTAINED IN:

- . salt
- . sodium bicarbonate
- . sodium metabisulfite
- . monosodium phosphate
- . monosodium glutamate, etc...

## WHAT THE CLAIMS MEAN:

WE READ ON THE LABEL	IT MEANS THAT
. low sodium or low salt	the food contains 50% less sodium than the regular product and not more than 40 mg of sodium per 100 g* and no salt has been added. It is a food suitable for dietary use
. no added salt or unsalted	no salt is added to the food and none of the ingredients contains a large quantity of salt
. salt-free or sodium-free	the food does not contain more than 5 mg of sodium per 100 g; foods bearing this claim are usually those containing the smallest amount of salt or sodium

- \* 2 exceptions:
- . Cheddar cheese: may contain up to 50 mg of sodium per 100 g
  - . Meat, poultry and fish: may contain up to 80 mg of sodium per 100 g



# VITAMINS AND MINERALS

On the labels, the vitamin and mineral content is given as percentage of recommended daily intake. This percentage represents the portion of vitamin or mineral that the food provides compared with the highest recommended intake to meet the requirements.



Information regarding the vitamin or mineral content is used to market food products as per the following criteria:

WE READ ON THE LABEL	AND IT MEANS THAT THE VITAMIN OR THE MINERAL CONTENT IS	IN THE CASE OF VITAMIN C
. source of, contains...	at least 5% of the recommended daily intake	5%
. good source, high in...	at least 15%	30%
. excellent source, very high in, rich in...	at least 25%	50%

## DO NOT FORGET

Eating a balanced diet from a wide variety of foods will provide vitamins and minerals...even when the label makes no specific claim!



# LIGHT FOODS

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Do you purchase light foods? The claim "light" or "lite" often appears on food labels. Read them carefully, you will find information to properly compare foods:

- . the nutrient that has been reduced (sugar, salt, fat, etc...);
- . the reduction of the nutrient. A minimum of 25% is required but it can be more, for example 30% or 50%;
- . the regular or "non-light" food against which the comparison is made;
- . the amount of the nutrient that has been reduced per serving.

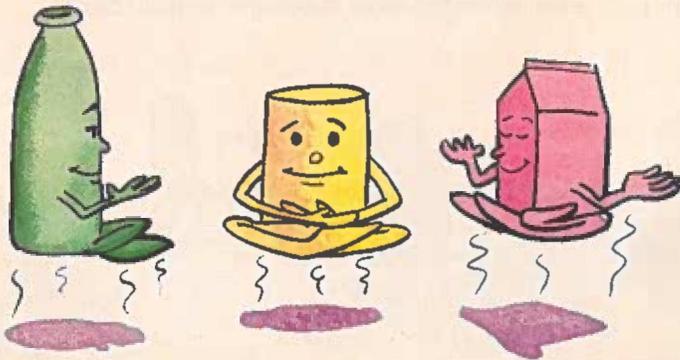
## BEWARE

Claims such as "light texture", "light taste" or "light tasting" do not mean that the food contains less of a specific nutritional element (for example, salt or fat) but simply that its **consistency** or **flavour** is light.

# THE LIST OF INGREDIENTS

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The ingredients are listed in descending order of quantity : the ingredient present in the largest quantity is first, while the ingredient present in the smallest quantity is last on the list. Compare products. For example, verify if a can of beef stew contains more beef than other ingredients, or if it contains sugar, salt, additives, etc...



Choosing your food wisely is simple : read the label.

If you want more information about food labelling, contact your nearest Consumer and Corporate Affairs Canada office.

It is easy to find. Look in the blue pages of the phone book.

