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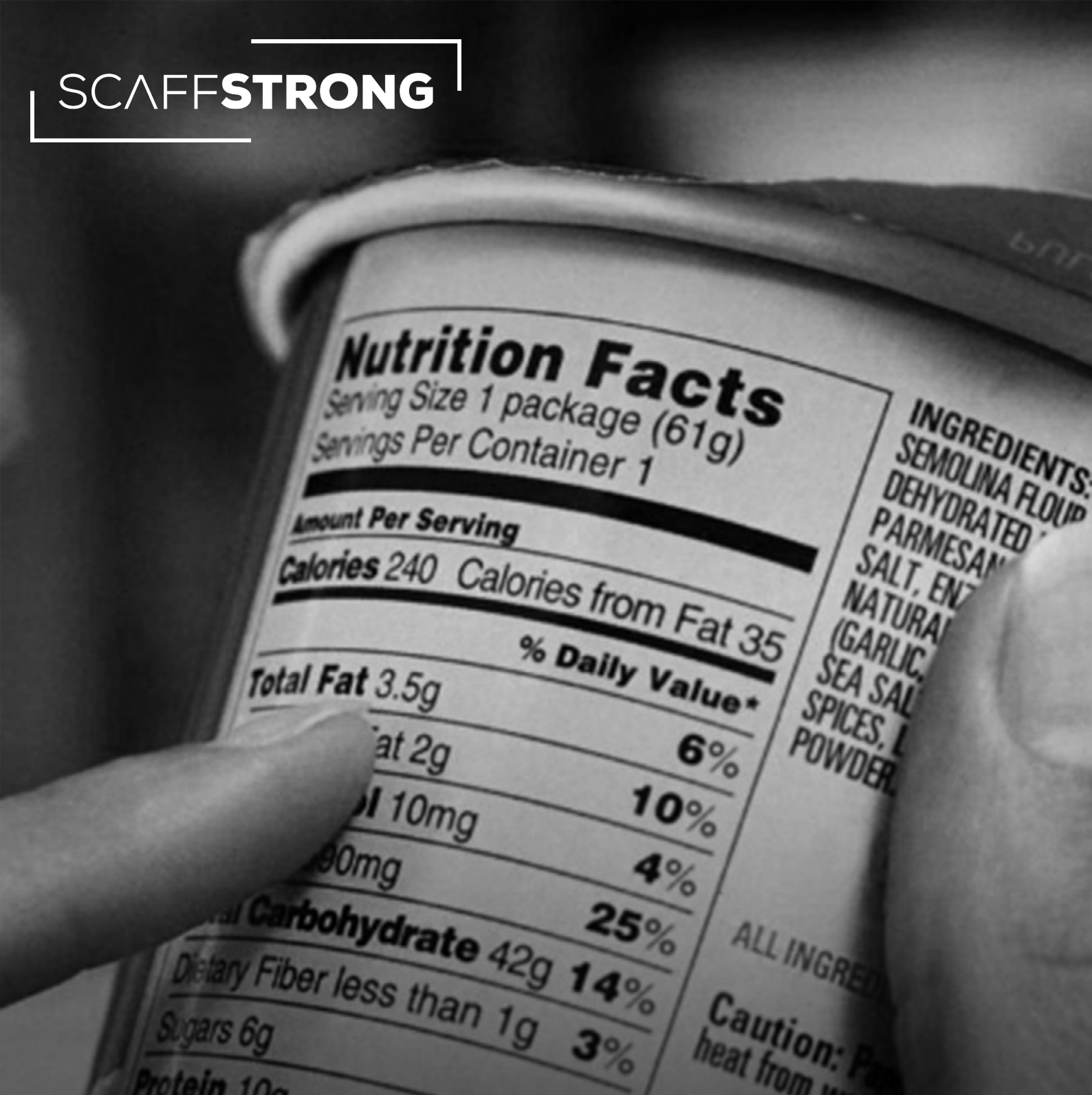


DECODING FOOD LABELS

YOUR ROADMAP TO SMART AND HEALTHY CHOICES

Contents Page

Understanding Food Labels!

How to read food labels like a professional!

The food label has changed a lot since its inception in the mid-1960s.

At first, manufacturers were only required to list the ingredients on the label.

Over time, that has evolved to the modern food label, which now includes a comprehensive breakdown of macro nutrients (protein, carbohydrates, and fat), vitamins, minerals, and more.

In fact, nutrition labels are constantly evolving in countries across the world. The changes reflect not only new discoveries in the link between nutrition and health, but also public health efforts to help people make healthier and more informed decisions.

There's SO MUCH information on our food labels these days. It's almost like the label has it's own language! It can be a real challenge to understand everything you're looking at.

What does that info really mean to you, your diet, and your health?

This ebook will break it all down in a logical, step-by-step guide.

First, we'll show you how to dissect the food label, and then we'll outline a 10-second strategy that will streamline your food shopping trips.

Make more informed decisions at the grocery store, and take back control over the quality of foods you choose.

Portion Size!

It's also helpful to look at the number of servings in the package.

Why Its Important?

The suggested serving size is the amount of food represented in the nutritional breakdown.

This is important because we often eat more than the suggested serving size without ever realizing it – especially when it comes to ultra processed foods. As a result, you could be unknowingly taking in a LOT more calories than you anticipated.

Calorie Control!

HOW MANY CALORIES IN A SINGLE SERVING **VS** **THE AMOUNT YOUR PLANNING ON EATING**

Why Its Important?

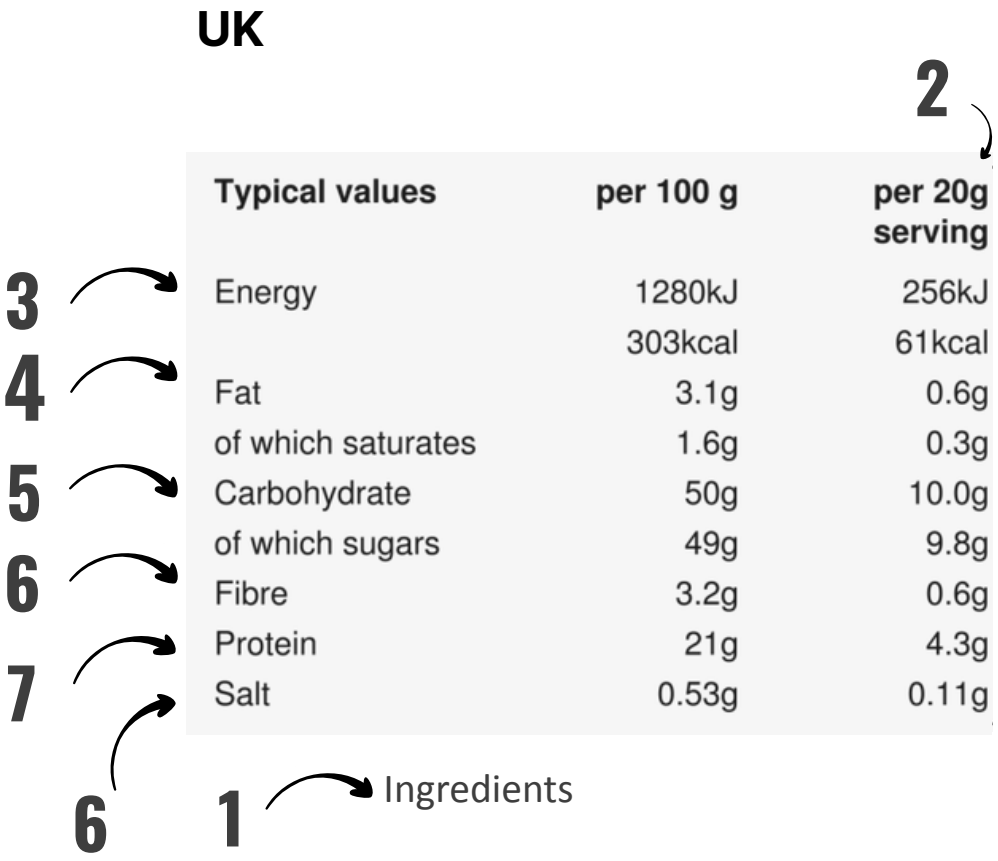
While calories aren't "bad" or "good," it's a good idea to know how many are in each serving of food. That way, you'll have an idea what proportion of your overall daily fuel intake the food represents, especially when it's a processed food (which often contain more calories and fewer healthy micro nutrients).

Note the proportion of fats/carbs/protein you're taking in, so that you are eating in alignment with your goals.

Knowing what the labels says makes all the difference!

I've created a quick label strategy to make it easy for you to see what is in the product. This will help you see the calories, Ingredients and macros.

Using this method will save you time, it will quickly help you eliminate foods that can get in the way of you reaching your goals.



1. Ingredients
2. Serving Size
3. Calories
4. Fats
5. Carbohydrates
6. Nutrients
7. Protein

1. Ingredients
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USA

Nutrition Facts

8 servings per container
Serving size **2/3 cup (55g)** — 2

Amount per serving	
Calories	**230**
	% Daily Value*
Total Fat 8g	**10%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**13%**
Dietary Fiber 4g	**14%**
Total Sugars 12g	
Includes 10g Added Sugars	**20%**
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

3, 4, 6, 5, 6, 7

1 Ingredients

CANADA

Nutrition Facts
Valeur nutritive
Per 1 cup (250 mL)
pour 1 tasse (250 mL)

Calories 110	**% Daily Value*** / **% valeur quotidienne***
Fat / Lipides 0 g	0 %
Saturated / saturés 0 g + Trans / trans 0 g	0 %
Carbohydrate / Glucides 26 g	
Fibre / Fibres 0 g	0 %
Sugars / Sucres 22 g	22 %
Protein / Protéines 2 g	
Cholesterol / Cholestérol 0 mg	
Sodium 0 mg	0 %
Potassium 450 mg	10 %
Calcium 30 mg	2 %
Iron / Fer 0 mg	0 %

*5% or less is **a little**, 15% or more is **a lot**
*5% ou moins c'est **peu**, 15% ou plus c'est **beaucoup**

2, 3, 4, 5, 7, 6

1 Ingredients

Ingredients

Ingredients are listed by the order of weight. The ingredient used the MOST is listed first, and the ingredient used the LEAST is listed last!

HOW MANY INGREDIENTS DOES IT CONTAIN?

Why Its Important?

Foods with a lot of ingredients are often highly processed (aka “ultra processed”). Processed foods often are less nutritious and are designed to be “highly palatable” ...

Which means you’re likely to eat more of them. This can translate into eating more calories with less nutrition.

DO YOU KNOW WHAT EACH INGREDIENT IS?

Why Its Important?

Many times, unhealthy fats (like hydrogenated oils, aka trans fats) and added sugar can sneak into your food under different names, even though the nutrition panel shows 0 grams of them.

The Hit List!

Here is a list of some of the top ingredients you need to watch out for.

I've put together this Top 10 Ingredient Offender list to help you weed out foods that don't promote health.

Top tip: If you can't pronounce the ingredient, it's probably not something you want to put into your body!

1 Artificial Dyes & Brighteners

Blue 1, Caramel colour, Red 3 (Erythrosine), Red 40, Titanium Dioxide, Yellow 5 (Tartrazine), Yellow 6.

2 Artificial Sweeteners

Acesulfame potassium, Aspartame, Neotame, Sucralose/Splenda.

3 Sugars

Just a few to look out for: Corn syrup, Dextrose, Fructose, Fructose syrup, High fructose corn syrup (HFCS).

4 Artificial Flavours & Enhancers

Autolyzed yeast extract, Hydrolyzed protein, Monosodium glutamate (MSG), "Natural flavours."

5 Bleached Flours
Or other processed flours.

6 Thickeners & Emulsifiers
Carrageenan, Lecithin, Gellan gum, Cellulose gum, Guar gum, Monoglycerides, Diglycerides.

7 Refined & Processed Oils
Canola, Corn, Cottonseed, Partially Hydrogenated Oils, Soybean.

9 Dough Conditioners
Azodicarbonamide, Calcium peroxide, DATEM (Diacetyl tartaric acid esters of monoglycerides).

10 Preservatives
BHA (butylated hydroxyanisole), BHT (butylated hydroxytoluene), Calcium propionate, Propylparaben, Methylparaben, Propyl gallate, Sodium benzoate, Potassium benzoate, Sodium nitrate, Sodium nitrite, Sodium phosphate, TBHQ (tertbutylhydroquinone).

10 Processed Food Supplements
Soy protein isolate is a common highly-processed genetically modified protein supplement in many "healthy" or diet foods.

Fats!

Fats are definitely up there as one of the most talked about in the fitness industry – often conflicting between the idea of whether they're sabotaging diets or helping athletes achieve their most desirable physiques.

Here's the thing, many people see the word fat and immediately assume its something to stay away from.

Fat gets a bit of a bad rep but its actually pretty essential; it coats membranes, insulates tissues and protects vital organs, but its important to know which fat to eat and which to avoid!

It's important to first distinguish the different types of fats; there are three main types of major dietary fat that are most commonly talked about:

→ Saturated
→ Unsaturated
→ Trans fat

Although saturated fats aren't necessarily bad for you, they don't offer the same health benefits as unsaturated fat.

It's important to not over-do it and eat more red meat than normal – an alternative healthier protein source would be fish, lentils or beans.

Saturated Fats
These are easy to distinguish as they're solid at room temperature, these are mostly found in red meat and coconut or palm oil.

Unsaturated Fats
These are liquid at room temperature – consisting of oils mostly from plants, for example corn/peanut oil. There are also mono-unsaturated and polyunsaturated fats which are considered the healthy fats, these are found in avocados, nuts and sunflower oil.

Trans-Fats
Most commonly known as man-made fats, produced by a chemical process known as hydrogenation; where hydrogen is added to liquid oil, often to harden the structure.

Artificial
This makes it a popular ingredient for food manufacturers as it makes the shelf life of foods last longer and improves the taste.

They are most commonly found in low-fat butter, frozen dinners, fried food, pastries, cakes, bread and lard. Delicious!

Natural
Naturally occurring trans-fats can be found in animal-based products, with this fat produced in the guts of animals! As off-putting as that may sound, these do not hold the same health-damaging effects of the artificial kind – yet that's not to say eat 20 steaks a day!

Diets high in trans fats can potentially correlate with problems such as:

→ Obesity
→ Weight gain, specifically around the abdominal area
→ Memory loss
→ An increase in bad cholesterol and a decrease in the good cholesterol.

Vitamins & Minerals!

Make sure you look at the “daily value” percentages of fibre, potassium, vitamin D, calcium and iron percentages.

Why Its Important?
Fibre helps with digestion and satiety, and the vitamins and minerals help keep you in good health while reducing your risk of issues such as osteoporosis and anaemia.

Macros!

Make sure your intake of carbs, fats, and protein aligns with your goals. The Institute of Medicine of the National Academies recommends:

→ 45% to 65% of calories from carbohydrates.
→ 10% to 35% of calories from protein.
→ 20% to 35% of calories from fat.

→ Protein helps your body build and repair, and it keeps you feeling full.

→ Healthy fats are good for your heart, skin and more!

→ “Clean” carb-rich foods contain valuable micro nutrients for long-term health.

What Does It All Mean?

Did you know the labels on your foods have specific criteria and definitions?

How Foods Earn The Organic Label Produce:
Crops must be grown on soil that had no prohibited substances (i.e. synthetic fertilizers and pesticides) applied for the past 3 years.

Meat & Dairy:
The animals must be raised according to their natural living conditions – like being “free range” and able to graze. They must not be given hormones or antibiotics, and they must be fed organic feed and forage.

Packaged & Processed Foods:
Items must not contain artificial colours, flavours or preservatives. Ingredients must be organic, although approved non organic items may be added, such as enzymes in yogurt or baking soda in baked goods.

Cage-Free Eggs:
This simply means the chickens were raised without cages. However, they could still be living indoors in overcrowded space.

Pasture Raised:
The animals spent some time outdoors, feeding on grass or forage.

Grass Fed:
The animal’s main source of food came from grass or forage and not grains. This does not tell you if antibiotics or hormones were used on the animal or what conditions it lived in.

No Antibiotics:
This is basically just as it says: the animal was never fed antibiotics over the course of its life. It makes no claims over living conditions, etc.

Things You Should Know!

Calorie Free
Less than 5 calories per serving.

Excellent Source Of
Provides at least 20% of the daily value of a particular vitamin or nutrient per serving.

Fat-free/Sugar-Free
Less than 0 gram of fat or sugar per serving.

Good Source Of
Provides at least 10% to 19% of the Daily Value of a particular vitamin or nutrient per serving.

High In
Provides 20% or more of the Daily Value of a specified nutrient per serving.

Low Calorie
40 calories or less per serving.

Low Cholesterol
20 milligrams or less and 2 grams or less of saturated fat per serving.

Low Sodium
140 milligrams or less of sodium per serving.

Reduced
Product contains 25% less in the specified nutrient than the amount in the “regular” version of the product.

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