

MASTERING MARKETING GIMMICKS

Understanding food labels and buzz words

Always check the serving size first!

Make heart healthy choices by limiting saturated fat, trans fat, & sodium

Increase vitamins and minerals for added nutrients!

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
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%

Use %DV as a guide to understand if a nutrient is "high" or "low"

* 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.

Don't let food labels fool you!

Make sure to look at all aspects of the label. Just because a product is low in salt doesn't mean it's not high in sugar or lacking in other healthy nutrients!

BUZZ WORDS

Does that Mean it's Healthy?

"Natural"

This term is not a regulated claim. Not all things that are natural are necessarily healthy.

"Organic"

This term relates to how the food is grown rather than the nutritional value. Ex: Organic sugar is still added sugar.

"Gluten Free"

This term means the product does not contain wheat, barley, or rye. This is helpful for those with celiac disease or allergies but otherwise holds no extra nutritional benefits.

"Vegan"

This term means the product is not made with animal products like meat, dairy, or eggs. All vegan foods are plant-based, but some are more nutritious than others.
Ex. Oreos vs. trail mix.

IF IT SAYS: IT MEANS THE PRODUCT CONTAINS:

"Good source of" 10-20% of the recommended daily value

"Reduced" or "less" 25% less of the nutrient than the original product

"High" or "excellent" 20% of the recommended daily value

"Free" less than calories or 5 grams of that nutrient

"Low-fat" less than 3g of fat

"Light" 50% less fat or 1/3 less calories than the original product



Yields: 4 servings

Roasted Veggies

Simple, no fuss recipe to get in extra vegetables!

INGREDIENTS

- 3/4 lb. Brussels sprouts, trimmed and halved
- 2 large carrots, peeled and sliced into 1/2" pieces
- 2 Tbsp. olive oil
- 1 Tbsp. balsamic vinegar
- 1 tsp. chopped rosemary leaves
- 1 tsp. chopped thyme leaves
- Salt
- Ground black pepper
- 1/2 C toasted pecans
- 1/2 C dried cranberries

DIRECTIONS

- Preheat oven to 400 degrees. Scatter vegetables on a large baking sheet. Toss with oil, balsamic vinegar, rosemary, and thyme. Season with salt and pepper.
- Bake for 20 to 25 minutes until the vegetables are tender, shaking the pan halfway through.
- Before serving, toss roasted vegetables with pecans and cranberries.

Did You Know?

Brussels sprouts contain protein, fiber, and vitamins.



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