Packaging

How Food Packaging Fools You

A “low-fat” label
This leads you to consume more calories and makes you feel less guilty about how much you eat.

A green calorie panel
People automatically associate the color with healthfulness—but you have to read the label to determine if that’s really true.

The word “organic”
Consumers mistakenly think organic cookies are less caloric and are OK to eat more often than conventional cookies.

Snack packs
Portion-controlled bags may seem health-friendly, but dividers have a harder time stopping when they’re eating foods that come in tinker pieces and in smaller packages.

“Fair Trade” designation
People who care about ethically responsible food are more likely to think Fair Trade chocolate is lower caloric. Again, not necessarily true.

For more information:
Visit the FitWell Center
1st floor,
Burns Recreation
(310) 338-3049
www.lmu.edu/fitwell
http://pinterest.com/lmufitwell/
twitter.com/LMUFitWell
www.facebook.com/LMUFitWellCenter

Nutrition Labels

How to read a nutrition label & Other tips and tricks
### Key Points

**Calories:** 1,600 – 2,400 per day depending on your activity level  
**Total Fat:** 20-35% of the calories you consume (including saturated fat)  
**Saturated Fat:** less than 10% of the calories you consume  
**Cholesterol:** less than 200mg  
**Sodium:** less than 2,300mg/day  
**Total Carbohydrate:** 45-65% of the calories you consume  
**Dietary Fiber:** 25 – 30g  
**Sugars:** limit added sugar to no more than 25g/day (sugar found naturally in food like fruit or milk is fine and does not need to be included in this count)  
**Protein:** 10-35% of the calories you consume

### Key Points Continued

<table>
<thead>
<tr>
<th>Nutrition Facts</th>
<th>Serving Size</th>
<th>1 cup (228g)</th>
<th>Servings Per Container</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Amount Per Serving</strong></td>
<td><strong>Calories</strong></td>
<td>250</td>
<td>Calories from Fat</td>
<td>110</td>
</tr>
<tr>
<td><strong>Total Fat</strong></td>
<td>12g</td>
<td>18%</td>
<td></td>
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<tr>
<td><strong>Saturated Fat</strong></td>
<td>3g</td>
<td>15%</td>
<td></td>
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<tr>
<td><strong>Trans Fat</strong></td>
<td>0g</td>
<td>0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cholesterol</strong></td>
<td>30mg</td>
<td>10%</td>
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</tr>
<tr>
<td><strong>Sodium</strong></td>
<td>470mg</td>
<td>20%</td>
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</tr>
<tr>
<td><strong>Total Carbohydrate</strong></td>
<td>31g</td>
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<tr>
<td><strong>Dietary Fiber</strong></td>
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<tr>
<td><strong>Sugars</strong></td>
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<td>0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Protein</strong></td>
<td>5g</td>
<td>0%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Quick Guide to % DV**  
  - 5% or less is Low  
  - 20% or more is High

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

### Footnote

**Calories:** 2,000  
**Sodium:** 2,500

### Be Aware

- Pay attention to the serving size and how many servings are listed per container  
- Stay away from trans fat  
- Check the ingredients (Ingredients are listed from highest to lowest quantity)  
- Aim for foods that are high in fiber  
- Limit your intake of high fructose corn syrup  
- Steer clear of foods with preservatives