

# Nutrition Claims

## THERE ARE TWO TYPES OF NUTRITION CLAIMS ON FOOD PACKAGES:

### 1. Nutrient Content Claims

These describe the amount of a nutrient in a food.

They usually appear on the front of food packages and are regulated by the government. But, manufacturers use this to their advantage in order to persuade us to buy their product which may not be as healthy as they claim. For example, something might say “Fat Free” but be extremely high in sugar. Therefore, you cannot trust the content claims alone.

Use your label reading knowledge to read BEYOND the claims.

WORDS USED IN NUTRIENT CONTENT CLAIMS	WHAT THE WORDS MEAN	EXAMPLES
Free	A nutritionally insignificant amount	Sodium free (less than 5 mg sodium per serving)
Low	Always associated with a very small amount of a nutrient	Low fat (less than 3 g fat per serving)
Reduced	At least 25% less of a nutrient when compared with a similar product	Reduced in calories (at least 25% less energy when compared to a similar product)
Source	Always associated with a significant amount	Source of fibre (2 g fibre or more per serving)
Light	Only allowed on foods that are either reduced in fat or reduced in energy (calories)	Light in fat Light in calories



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## 2. Health Claims

Statements about the helpful effects of a certain food consumed within a healthy diet on a person's health.

These statements are also regulated by government, but businesses don't always listen and can sometimes even use these claims to their advantage. They might say "oat fibre lowers cholesterol" without telling you about the other contents in the food that might actually raise cholesterol.

Ironically, foods that do not have labels are often the healthiest.

- Fresh fruit and vegetables, wild berries such as strawberries, blackberries, etc.
- Raw meat, poultry, fish and seafood.

Exception: Some processed foods do not have labels and this does not mean they are healthier. These include foods prepared or processed at the store (bakery items, salads, etc.) and alcoholic beverages.

