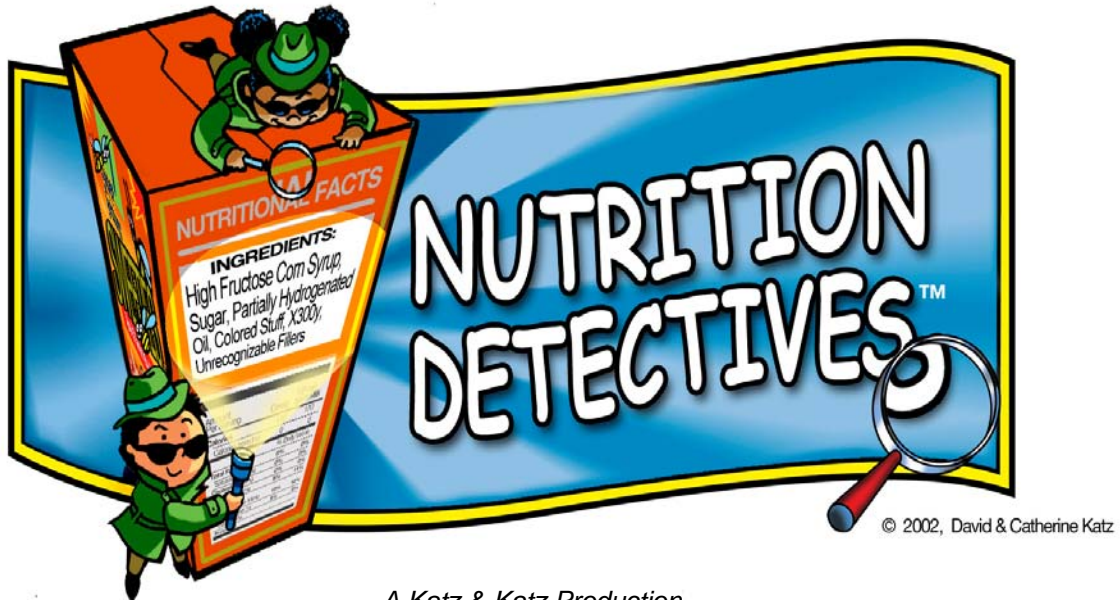




Nutrition Detectives™ Family Edition
A Katz & Katz Production



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Family Edition

Revised March 2009



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Dear Parent or Guardian,

Welcome to the family edition of the Nutrition Detectives™ program! We created this program for children and their families. We want to make it easy for you to open the door to good nutrition for your family. Our goal is to empower you to make changes to benefit your family's health.

Your child is forming eating habits that may last a lifetime. This is why it is important to make sure your child learns to make healthful food choices. It's no secret that children learn from the examples set by their parents or guardians. The first step in getting your child to eat better is to start eating better yourself!

This packet of materials will teach you about the program's "5 Clues" and how to use them to make healthful food choices. We encourage you to practice these clues with your child. You may want to post the 5 Clues on your refrigerator or bulletin board, along with the pages that explain each clue.

By taking part in this program, you and your family can develop Nutrition Detectives™ skills. We hope you enjoy your Detective work! We wish your family a lifetime of good eating habits.



Dr. David Katz, MD, MPH Dr. Catherine Katz, PhD
and Family

AND

The Yale-Griffin Prevention Research Center

Judy Treu, M.S., R.D., Research Associate

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Allison Cuomo, BS, Intern



Why Food Matters

Food is the fuel that runs our bodies. We say that we are what we eat, but that doesn't mean that we turn into the food. It means we take the nutrients out of the food, just like we take wood out of trees. We use wood to build houses, and we use food to build ourselves. So choosing food well is important. It affects how healthy we are. Why don't we just automatically choose the food that's best for us? The answer is that the world has changed a lot from what people used to know.



Food used to come from nature. People grew their own food in fields, or hunted for it. They had to get their food the hard way. They didn't have to try to get exercise back then because everything was based on muscle power. They had no machines, so just living took a lot of physical work. So during most of human history, food came from nature, and physical activity was part of every day life.

People didn't have fast food restaurants or supermarkets back then. They didn't even need Nutrition Detectives skills because there were no bags, boxes, bottles, jars or cans. We need them today to stay healthy, to eat right, living in a world so different from the one our bodies are used to.

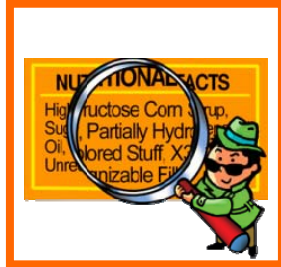
We've changed where food comes from, and we have cars and machines that do what our muscles used to do. The trouble is, now we have too much food - including lots of sugar, salt, and fat - and not enough exercise to burn off the calories from these foods. But with the skills of Nutrition Detectives, we can make CLUED-IN food choices that are so good for our bodies.



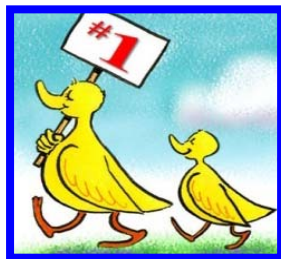
We all want to be healthy and have energy to do the things we enjoy. So make good food choices, and help your family to make good choices. As Nutrition Detectives, you have the power to do that!



The 5 Clues for Nutrition Detectives™



1. Don't be fooled by the **BIG** letters on the front of the package. Look for the small letters on the Nutrition Facts label and ingredient list.



2. The **FIRST** ingredient on the list is always the **BIGGEST!**



3. Avoid foods that contain partially hydrogenated oil and high fructose corn syrup. It's like finding **Fingers the Fox!**



4. Avoid foods with a **LONG INGREDIENT LIST!**



5. Fiber is your friend! Beware of whole grain imposters. Choose breads, cereals, granola bars, crackers & pasta with at least 2 grams of fiber per serving.

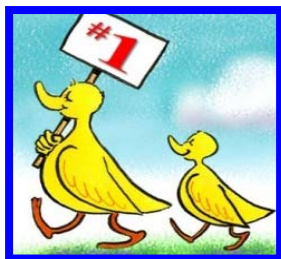


The 5 Clues for Nutrition Detectives™



- 1. Don't be fooled by the BIG letters on the front of the package. Look for the small letters on the Nutrition Facts label and ingredient list.**

The front of a food package is like a commercial to talk you into buying that product. Don't be fooled by the ads on the front. Look for the true facts on the food label and ingredient list.



- 2. The FIRST ingredient on the list is always the BIGGEST!**

The ingredients are always listed in the order of quantity. A food is mostly made up of the ingredients that come first, just like the first goose is the biggest!



- 3. Avoid foods that contain partially hydrogenated oil and high fructose corn syrup. It's like finding Fingers the Fox!**

Look for these words on a busy nutrition label, in the same way you would look for "Fingers the Fox" in the midst of a busy crowd. If you find these words, you will know that the food contains unhealthy ingredients. Try to choose a more healthful food.



- 4. Avoid foods with a LONG INGREDIENT LIST!**

Look for shorter ingredient lists. Foods with shorter lists tend to be more wholesome. They usually have fewer added ingredients that your body doesn't need, such as flavor enhancers, preservatives, or dyes.



- 5. Fiber is your friend! Beware of whole grain imposters. Choose breads, cereals, granola bars, crackers & pasta with at least 2 grams of fiber per serving.**

Look for products made from whole grains. They should contain at least 2 grams of fiber per serving. Products that have less fiber or don't say "whole grain" on the label are whole grain "imposters."



NUTRITION DETECTIVES™

CLUE NUMBER 1



Don't be fooled by the **BIG** letters on the front of the package. Look for the small letters on the **Nutrition Facts** label and ingredient list.

The ads on the front may try to make the food look more healthful than it really is. A good spy can find the **TRUTH** on the back.

Look at the Nutrition Facts label and ingredient list. They have tiny letters, but they tell the truth!

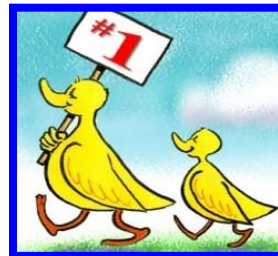
Nutrition Facts	
Serving Size 1 cup cooked	
Servings per Container 8	
Amount Per Serving	
Calories 190	Calories from Fat 15
	% Daily Value
Total Fat 1g	2%
Saturated Fat 0 g	0%
Cholesterol 0 mg	0%
Sodium 10 mg	1%
Potassium 0 g	0%
Total Carbohydrate 34 g	11%
Dietary Fiber 6 g	
Sugars 0 g	
Other Carbohydrate 0 g	
Protein 9 g	

INGREDIENTS:
Enriched Flour (Wheat Flour, Niacin, Reduced Iron, Thiamin Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Folic Acid, Soybean Oil, Sugar, Partially Hydrogenated Cottonseed Oil, Leavening (Baking Soda, Calcium Phosphate), Salt, Soy Lecithin.



NUTRITION DETECTIVES™

CLUE NUMBER 2



The FIRST ingredient is always the BIGGEST!

A food is mostly made up of ingredients that come first on its ingredient list. The FIRST ingredient is the biggest, just like the first duck is the biggest!

Look for the list on food packages. Are the FIRST and SECOND ingredients good for you? If not, choose other foods that are better for your health.

Sugar is the biggest ingredient in this cereal!

This is NOT a good choice for breakfast.

INGREDIENTS: **Sugar**, Corn Flour, Wheat Flour, Oat Flour, Partially Hydrogenated Vegetable Oil (One or More of: Coconut, Cottonseed, and Soybean), Salt, Sodium Ascorbate and Ascorbic Acid (Vitamin C), Niacinamide, Reduced Iron, Natural Orange, Lemon, Cherry, Raspberry, Blueberry, Lime, and Other Natural Flavors, Red No. 40, Blue No. 2, Zinc Oxide, Yellow No. 6, Turmeric Color, Pyridoxine Hydrochloride (Vitamin B6), Blue No. 1, Riboflavin (Vitamin B2), Thiamin Hydrochloride (Vitamin B1), Annatto Color, Vitamin A Palmitate, BHT (Preservative), Folic Acid, Vitamin B12, Vitamin D.



NUTRITION DETECTIVES™

CLUE NUMBER 3



Avoid foods with partially hydrogenated oil (trans fat) and high-fructose corn syrup.

Look for these words on ingredient lists. It's a lot like finding Fingers the Fox in a busy crowd!

INGREDIENTS: Enriched Flour (Wheat Flour, Niacin, Reduced Iron, Thiamin Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Folic Acid, Soybean Oil, Sugar, **Partially Hydrogenated Cottonseed Oil**, Leavening (Baking Soda, Calcium Phosphate), Salt, Lecithin.

INGREDIENTS: Milled Corn, Sugar, Malt Flavoring, **High Fructose Corn Syrup**, Salt, Sodium Ascorbate and Ascorbic Acid, Niacinamide, Iron, Pyridoxine Hydrochloride, Riboflavin, Thiamin Hydrochloride, Vitamin A Palmitate, Folic Acid, BHT, and Vitamin B12.

If you see these words, step away from the box and nobody will get hurt! Look for other foods that are better for your health.



NUTRITION DETECTIVES™

CLUE NUMBER 4



Avoid foods with a LONG INGREDIENT LIST!

Long lists may hide ingredients that your body doesn't need. Examples are high fructose corn syrup, partially hydrogenated oil, and artificial flavors and colors.

INGREDIENTS: Filling (High Fructose Corn Syrup, Glycerin, Water, Fructose, Modified Corn Starch, Partially Hydrogenated Cottonseed Oil, Nonfat Yogurt Powder, Strawberries, Modified Tapioca Starch, Malic Acid, Corn Starch, Natural and Artificial Flavor, Cellulose Gel, Salt, Color Added, Mono- and Diglycerides, Cellulose Gum, Diacetyl Tartaric Acid Esters of Mono- and Diglycerides, Caramel Color, Soy Lecithin, Red No. 40, Enriched Wheat Flour, Whole Oats, Sugar, Partially Hydrogenated Soybean or Cottonseed Oil, High Fructose Corn Syrup, Honey, Calcium Carbonate, Dextrose, Nonfat Dry Milk, Wheat Bran, Salt, Cellulose Gum, Leavening (Potassium Bicarbonate), Natural and Artificial Vanilla Flavor, Soy Lecithin, Wheat Gluten, Corn Starch, Niacinamide, Carrageenan, Guar Gum, Zinc Oxide, Reduced Iron, Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin A Palmitate, Thiamin Hydrochloride (Vitamin B1) and Folic Acid.

Foods with shorter lists are often better for your health. They may have more natural ingredients.

Fresh fruits and vegetables have the shortest list. They have just one ingredient!



NUTRITION DETECTIVES™

CLUE NUMBER 5



Fiber is your friend!
Beware of whole grain imposters.

Choose breads, pasta, cereals, cereal bars, and crackers made with whole grains. **They should have at least 2 grams of fiber per serving.**

Whole grain imposters have less fiber than this, or don't say *Whole Grain* on the package.

1 cup of this cereal has 3 grams of fiber.

The 3 grams of fiber make this cereal a good choice.

Nutrition Facts	
Serving Size 1 cup	
Servings per Container 19	
Amount Per Serving	
Calories 110 Calories from Fat 15	
	% Daily Value
Total Fat 2 g	3%
Saturated Fat 0 g	0%
Cholesterol 0 mg	0%
Sodium 210 mg	9%
Potassium 200 g	6%
Total Carbohydrate 22 g	7%
Dietary Fiber 3 g	
Sugars 1 g	
Other Carbohydrate 18 g	
Protein 3 g	



Let's Look at One Clue at a Time

1. Don't be fooled by the front of the box. Look for the small letters on the back.

The front of a food package is like a commercial to sell that food product.

Do commercials try to tell you the truth, or convince you to buy something? Food companies know that parents want their family to be healthy. They may try to make their foods look more healthful than they really are.

You can find the TRUTH on the back of the box. Look for the **Nutrition Facts** and **ingredient list**. They have tiny letters, but they tell the truth!



1

Nutrition Facts	
Serving Size 6 Crackers (28g) Servings Per Container About 10	
Amount Per Serving	% Daily Value*
Calories 120	Calories from Fat 40
Total Fat 4.5g	7%
Saturated Fat 1g	5%
Trans Fat 0g	
Polyunsaturated Fat 2.5g	
Monounsaturated Fat 1g	
Cholesterol 0mg	0%
Sodium 180mg	8%
Potassium 110mg	3%
Total Carbohydrate 19g	6%
Dietary Fiber 3g	12%
Sugars 0g	
Protein 3g	

INGREDIENTS: Sugar, Corn Flour, Wheat Flour, Oat Flour, Partially Hydrogenated Vegetable Oil (One or More of: Coconut, Cottonseed, and Soybean), Salt, Sodium Ascorbate and Ascorbic Acid (Vitamin C), Niacinamide, Reduced Iron, Natural Orange, Lemon, Cherry, Raspberry, Blueberry, Lime, and Other Natural Flavors, Red No. 40, Blue No. 2, Zinc Oxide, Yellow No. 6, Turmeric Color, Pyridoxine Hydrochloride (Vitamin B6), Blue No. 1, Riboflavin (Vitamin B2), Thiamin Hydrochloride (Vitamin B1), Annatto Color, Vitamin A Palmitate, BHT (Preservative), Folic Acid, Vitamin B12, Vitamin D.

Once you find this part of the package, you're ready to use the other 4 clues.

Ask yourself - does the ad on the front match what's really in the package?



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2. The first ingredient is always the BIGGEST.

By law, ingredients on a food label must appear in a certain order. The **FIRST** ingredient makes up the largest amount of the product by weight. The **SECOND** ingredient is the one in the next-largest amount, and so on.



Look for the list on food packages. **Are the FIRST or SECOND ingredients good for you?** If not, choose other foods that are better for your health.

2

INGREDIENTS: Sugar, Corn Flour, Wheat Flour, Oat Flour, Partially Hydrogenated Vegetable Oil (One or More of: Coconut, Cottonseed, and Soybean), Salt, Sodium Ascorbate and Ascorbic Acid (Vitamin C), Niacinamide, Reduced Iron, Natural Orange, Lemon, Cherry, Raspberry, Blueberry, Lime, and Other Natural Flavors, Red No. 40, Blue No. 2, Zinc Oxide, Yellow No. 6, Turmeric Color, Pyridoxine Hydrochloride (Vitamin B6), Blue No. 1, Riboflavin (Vitamin B2), Thiamin Hydrochloride (Vitamin B1), Annatto Color, Vitamin A Palmitate, BHT (Preservative), Folic Acid, Vitamin B12, Vitamin D.

SUGAR is the first ingredient in this cereal! This means that it is the main ingredient.

This is NOT a good choice for breakfast.



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3. Avoid foods that contain partially hydrogenated oil and high fructose corn syrup.

3

INGREDIENTS: Enriched Flour (Wheat Flour, Niacin, Reduced Iron, Thiamin Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Folic Acid, Soybean Oil, Sugar, **Partially Hydrogenated Cottonseed Oil**, Leavening (Baking Soda, Calcium Phosphate), Salt, Lecithin.

INGREDIENTS: Milled Corn, Sugar, Malt Flavoring, **High Fructose Corn Syrup**, Salt, Sodium Ascorbate and Ascorbic Acid, Niacinamide, Iron, Pyridoxine Hydrochloride, Riboflavin, Thiamin Hydrochloride, Vitamin A Palmitate, Folic Acid, BHT, and Vitamin B12.

What is partially hydrogenated oil?

Partially hydrogenated oil is trans fat. Think of it as “transformed fat.” It’s made by changing healthy liquid oils into an artificial saturated fat. Food makers like it because it tastes good and has a longer shelf life than the liquid oils.



Trans fat can affect our health. If eaten often, it **can raise cholesterol levels and promote heart disease.** Many food products list “0 g trans fat” per serving. But they may still have small amounts of trans fat. Look for the words “partially hydrogenated oil.” If you see these words, try to avoid the product.

What is high fructose corn syrup?

High-fructose corn syrup is form of sugar added to food products. Back in 1970, it was rarely used as a sweetener. But now it’s used in most foods that contain caloric sweeteners. These include soft drinks, fruit drinks, candied fruits, canned fruits, dairy desserts, flavored yogurts, baked goods, cereals, and jellies. Because Americans get so many more calories from sweeteners compared to 1970, some health experts think this may be linked to the recent rise in obesity rates.



What about other sweeteners?

Be aware that **all caloric sweeteners can be hidden sources of calories in your diet.** And **caloric sweeteners can hide out as other names in foods.** These include brown sugar, cane sugar, corn sweetener, corn syrup, dextrose, fructose, glucose, sucrose, honey, invert sugar, malt syrup, maltose, maple syrup, and molasses. If you find these sweeteners near the top of ingredient lists of food products, you should limit your use of these products.





4. Avoid foods with a LONG ingredient list.

Long lists may hide things that your body doesn't need. Examples are high fructose corn syrup, partially hydrogenated oil, preservatives, and artificial flavors and colors.

4

INGREDIENTS: Filling (High Fructose Corn Syrup, Glycerin, Water, Fructose, Modified Corn Starch, Partially Hydrogenated Cottonseed and Soybean Oil, Nonfat Yogurt Powder, Strawberries, Modified Tapioca Starch, Malic Acid, Corn Starch, Natural and Artificial Flavor, Cellulose Gel, Salt, Color Added, Mono- and Diglycerides, Cellulose Gum, Diacetyl Tartaric Acid Esters of Mono- and Diglycerides, Caramel Color, Soy Lecithin, Red No. 40), Enriched Wheat Flour, Whole Oats, Sugar, Partially Hydrogenated Soybean and/or Cottonseed Oil, High Fructose Corn Syrup, Honey, Calcium Carbonate, Dextrose, Nonfat Dry Milk, Wheat Bran, Salt, Cellulose Gum, Leavening (Potassium Bicarbonate), Natural and Artificial Vanilla Flavor, Soy Lecithin, Wheat Gluten, Corn Starch, Niacinamide, Carrageenan, Guar Gum, Zinc Oxide, Reduced Iron, Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin A Palmitate, Thiamin Hydrochloride (Vitamin B1) and Folic Acid.



The longer the list, the more likely it is that you'll find ingredients that are NOT natural!



Most of the time, if you see a long ingredient list, it's likely that at least some of the ingredients won't be good for you. However, sometimes you may find a long list of ingredients that turn out to be healthful. So you have to use your detective skills carefully with this clue. **If the list of ingredients is long and contains lots of strange-sounding names, the food product is probably not good for you.**

In general, foods with shorter lists are often better for your health. They may have more natural ingredients.

Fresh fruits and vegetables have the shortest list! They are natural foods packed with good nutrients, and they have just one ingredient! The package is just the skin or the peel. So you should try to make fruits and vegetables a part of your diet every day.





5. Fiber is your friend, so look out for whole grain imposters.

When choosing breads, crackers, cereals, and cereal bars, look for products made from whole grains. They should contain at least 2 grams (g) of fiber per serving (most of these products will have about 100 calories per serving).

5

Nutrition Facts	
Serving Size 1 cup	
Servings per Container 19	
Amount Per Serving	
Calories 110 Calories from Fat 15	
	% Daily Value
Total Fat 2 g	3%
Saturated Fat 0 g	0%
Cholesterol 0 mg	0%
Sodium 210 mg	9%
Potassium 200 g	6%
Total Carbohydrate 22 g	7%
Dietary Fiber 3 g	
Sugars 1 g	
Other Carbohydrate 18 g	
Protein 3 g	

1 cup of this cereal has 3 grams of fiber.

The 3 grams of fiber make this cereal a good choice.



What are whole grain imposters?

Whole grain imposters have less than 2 grams of fiber per serving. You have to watch out for these food products, because the front of the food package may give you the idea that they're high in fiber.



What's the connection between whole grains and fiber?



Most breads, crackers, cereals, chips, and snack bars are made from grains such as wheat, rye, and corn. Many of these products are made from refined grains instead of whole grains. So what's the difference?

The difference is that whole grains contain fiber and good nutrients. When they are made into refined grains, they lose a lot of their fiber and some of their nutrients.

Why is fiber so important?

Fiber is our friend. It's good for our bodies. It helps move food through the digestive system and helps keep our stomachs full. When we eat a meal that is high in fiber, we stay full much longer. This is how fiber helps prevent overeating. and so we want 2 or more grams of fiber in every serving of a grain product.



What is fiber, and where is it found?

- **Fiber is a form of carbohydrate that the human body cannot digest.** It is found in plant foods.
- **Fiber is found in foods made from whole grains** such as whole wheat, rye, and brown rice. Another way to find out if these products are high in fiber is to check the ingredient list. If a whole grain name (such as whole wheat) appears near the top of the list, the food is more likely to be high in fiber.
- **Fiber is also found in legumes** such as dried beans, split peas, and lentils.
- **Fruits and vegetables have fiber** and are always a good choice!
- **Some foods do NOT contain fiber**, so should not be judged on their fiber content. These include milk products, meat, chicken, fish, eggs, oils, and most juices, and other beverages.

Tips to add more fiber to your foods

Meals

- Add vegetables to quiche and casseroles.
- Use whole grains such as barley or brown rice.
- Use rolled oats as breading for baked chicken or fish.



Side Dishes

- Make soups with dried beans, split peas, or lentils.
- Use brown rice instead of white rice.
- Add cooked vegetables to spaghetti sauce.
- Add extra fruits and vegetables to dishes.

Snacks

- Make smoothies by blending milk or yogurt with fruits.
- Top cereals with sliced bananas or peaches.
- Serve fresh fruits or vegetables as a snack.

Breads and Other Baked Goods

- Buy whole grain breads, such as whole wheat bread.
- Replace half of the white flour in recipes with whole-wheat or oat flour.



Putting the 5 Clues Together!

Nutrition Detectives™ teaches you to look for **CLUED-IN** food products that are good for your health, based on the 5 Clues. When you see one of these, you can say **"Take It."** In contrast, a **CLUE-LESS** food product doesn't meet the 5 Clues. We recommend that you **"Leave It"** out of your grocery cart when shopping for food.

Here is a summary of the 5 Clues and where to use them on food packages. You will find the Nutrition Facts panel and ingredient lists on most of packages of foods sold in the U.S. This includes boxes, bags, bottles, jars, and cans.

THE 5 CLUES FOR NUTRITION DETECTIVES®

- 

1. Don't be fooled by the **BIG** letters on the front of the package. Look for the itty bitty letters on the food label instead.
- 

2. The **FIRST** ingredient on the list is always the **BIGGEST!**
- 

3. Avoid partially hydrogenated oil and high-fructose corn syrup. It's like finding Fingers the Fox!
- 

4. Avoid foods with a **LONG INGREDIENT LIST!**
- 

5. **FIBER IS YOUR FRIEND!** Beware of whole grain imposters. Choose breads, cereals, cereal bars, crackers and pasta with at least 2 grams of fiber per serving.

HOW TO USE THE 5 CLUES

Nutrition Facts

Serving size 17 Crackers (30g)
Servings Per Container about 8

Amount Per Serving	
Calories	140
Calories from Fat	50
% Daily Value	
Total Fat	6 g
Saturated Fat	1.5g
Trans Fat	0g
Polyunsaturated Fat	2.5g
Monounsaturated Fat	2g
Cholesterol	0 mg
Sodium	300mg
Total Carbohydrate	20g
Dietary Fiber	1g
Sugars	3g
Protein	4g

INGREDIENTS: ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE [VITAMIN B1], RIBOFLAVIN [VITAMIN B2], FOLIC ACID [VITAMIN B9]), PARTIALLY HYDROGENATED OIL, SUGAR, TOASTED WHOLE GRAIN WHEAT, DEGERMINATED YELLOW CORN FLOUR, HONEY, HIGH FRUCTOSE CORN SYRUP, SALT, CONTAINS 2 PERCENT OR LESS OF: WHOLE GRAIN WHEAT, WHEAT BRAN, STONE GROUND WHOLE WHEAT FLOUR, BARLEY, MALT EXTRACT, NATURAL FLAVOR, BAKING SODA, CALCIUM PHOSPHATE, MONOCALCIUM PHOSPHATE, MILLET, RICE, ONION, SPICES, SODIUM SULFITE, SOY LECITHIN.

1. Points to the serving size and servings per container.

2. Points to the first ingredient, ENRICHED FLOUR.

3. Points to the third ingredient, HIGH FRUCTOSE CORN SYRUP.

4. Points to the long list of ingredients.

5. Points to the Dietary Fiber amount (1g).



A Few More Nutrition Facts*

The Nutrition Facts label also provides other useful details about food products. Read below if you want to learn how to look for more than the "5 clues."

Nutrition Facts			
Serving Size 1 cup (228g) Servings Per Container 2			
Amount Per Serving			
Calories 250	Calories from Fat 110		
% Daily Value*			
Total Fat 12g	18%		
Saturated Fat 3g	15%		
<i>Trans Fat 3g</i>			
Cholesterol 30mg	10%		
Sodium 470mg	20%		
Total Carbohydrate 31g	10%		
Dietary Fiber 0g	0%		
Sugars 5g			
Protein 5g			
Vitamin A 4%	• Vitamin C 2%		
Calcium 20%	• Iron 4%		
*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:			
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram:			
Fat	9	• Carbohydrate	4
		• Protein	4

1. Serving size and number of servings

2. Calories

3. Limit these nutrients:
Total fat
Saturated fat
Trans fat
Cholesterol
Sodium

4. Get enough of these nutrients:
Dietary fiber
Vitamins A and C
Calcium
Iron

5. Footnote

6. % Daily Value
5% or less is low
20% or more is high

* The information about the Nutrition Facts Panel has been adapted from *How to Understand and Use the Nutrition Facts Label*, a pamphlet issued in June 2000 by the U.S. Food and Drug Administration Center for Food Safety and Applied Nutrition, and updated in July 2003 and November 2004.

1. Serving Size and Number of Servings

Serving sizes appear in **units** such as cups or pieces, followed by the **weight** in grams (g) or milligrams (mg). The calories and amounts listed are for a certain size serving. Pay attention to serving sizes, and how many servings are in the package.

2. Calories (and Calories from Fat)

The number of servings that you eat affects the number of calories that you consume.



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3. Limit These Nutrients

Eating too much fat, saturated fat, trans fat, cholesterol, or sodium may increase the risk of heart disease, high blood pressure, or some cancers. Health experts recommend keeping intake of these nutrients as low as possible.

4. Nutrients to Consume in Adequate Amounts

Eating enough dietary fiber, vitamin A, vitamin C, calcium, and iron can improve health and help reduce the risk of some conditions.

5. Footnote

The footnote on larger food packages shows recommended daily intakes of certain nutrients based on 2,000 and 2,500 calorie diets.

6. Daily Values and Percent of Daily Values

Daily Values (DVs) for each nutrient are recommended levels based on a 2,000 or 2,500 calorie diet. The goal for some nutrients is to eat less than a certain amount. The goal for other nutrients is to eat at least a certain amount.

DVs and % DVs Based on a 2,000 Calorie Diet

Nutrient	DV		% DV	Goal
Total Fat	65 g	=	100% DV	Less than 65 mg
Saturated Fat	20 g	=	100% DV	Less than 20 mg
Cholesterol	300 mg	=	100% DV	Less than 300 mg
Sodium	2,400 mg	=	100% DV	Less than 2,400 mg
Total Carbohydrate	300 g	=	100% DV	At least 300 mg
Dietary Fiber	25 g	=	100% DV	At least 25 g

PERCENT OF DAILY VALUE (% DV)

% DV shows whether a serving of food is high or low in a nutrient, and how much it adds to your daily allowance for this nutrient. The rows in this column don't add up to 100%. Instead, the % DV for each nutrient is based on 100% of its daily allowance.

QUICK GUIDE TO % DV

5% DV or less is low

20% DV or more is high



Frequently Asked Questions

1. If our family follows the 5 Clues, do we have to give up foods we like?

The good news is you don't have to give up the foods you like! You can usually find food products that are similar to the ones you normally buy, but that meet the 5 Nutrition Detectives Clues! You don't have to give anything up. If you like chips, you can have chips. If you like cookies, you can have cookies. But you can use the 5 Clues to choose better chips, and better cookies, and better cereals and breads that will help you to be healthy.



2. Are CLUED-IN foods expensive?

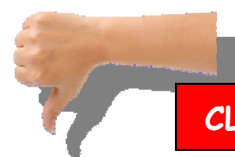
Some people have the idea that foods that are "good for you" must cost a lot. But is this really the case? When you look at individual foods in the grocery store, some of the items that are good for your health may cost a bit more than the less healthy items. However, as you fill up the cart with groceries, the **average cost of a grocery cart of CLUED-IN foods is likely to even out compared to a cart of CLUE-LESS foods.**

To prove this point, we looked at 131 foods from 6 grocery stores in Independence, Missouri in 2008. We chose samples of CLUED-IN and CLUE-LESS Breads, Cereal Bars, Cereals, Chips, Cookies, Crackers, Juices, or Peanut Butters based on the "5 Clues" test.

When we looked at the Breads, Cereal Bars, Crackers, Juices, and Peanut Butters, the average price for the CLUED-IN foods was a bit higher than for the CLUE-LESS foods. But when we looked at the Cereals, Chips, and Cookies, the average price of the CLUED-IN foods was actually a bit less than for the CLUE-LESS foods.

Here's the most important finding! We looked at all the CLUED-IN products together, as if they were in one grocery cart. We compared their average price to another "grocery cart" with CLUE-LESS products. We found no major difference in the overall price! The average price of a CLUED-IN food was \$2.89, while the average price of a CLUE-LESS food was \$2.85. **So you can use the 5 Clues without paying any more!**

CLUED-IN



CLUE-LESS



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3. What can our family do to save money on groceries?

Plan ahead. Check store ads for sale prices. Plan menus and shopping lists based on low-cost foods and recipes that are easy to prepare.

Clip coupons with care. Use coupons for foods you normally would eat, rather than for "extras."



Have a small snack before you shop. Eat something that satisfies you and is good for your health. You'll be less likely to splurge on "extras" that you see as you shop.

Compare brands. Store brands often cost less than the well-known brands, and their quality is usually just as good.

Use unit pricing. Compare prices by looking at the cost per unit of foods. The "unit price" shows the cost per ounce, quart, gallon, pound, or some other unit of measure. It's usually found next to the food on the grocery shelf.

Think about what you toss. If you throw away foods that spoil quickly, you're throwing money in the garbage can. Instead, buy these foods in smaller amounts, or in another form (such as frozen instead of fresh). Or serve these foods right after you buy them.

Don't pay a price for convenience. A carton of old-fashioned oatmeal costs less than a box of instant oatmeal packets. Whole fruits and vegetables are cheaper than pre-cut fresh fruits and vegetables. Homemade muffins and cookies cost less than packaged ones.

Slice it up. Save money by buying a block of cheese and slicing it yourself as you need it. It costs less and can last longer than pre-sliced or pre-shredded cheese.

Buy food in bulk, if the price is right and you can use it before it spoils or loses its quality. The cost of a large package is usually less than buying several smaller packages. But first do the math to see if you'll save money this way.

Freeze it. If a big package of meat is on sale, you can re-package it in smaller portions that your family will eat in a meal. Then freeze the packages and use them one at a time.

Buy fresh produce in season or at the farmer's market.

Grow a garden. If you have the time and space, you can grow your own vegetables.

Remember portion sizes. Many of us eat more food than we really need. You can save money and calories by portioning out the food into smaller sizes.

Think about what you drink. Buy reusable water bottles and fill them with tap water, instead of buying bottled water or soft drinks.



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4. I have limited time to prepare foods. How can I feed my family well in a short amount of time?

You can feed your family well if you plan well. Here are some tips:

- Choose easy-to-prepare foods when planning menus.
- After you finish dinner one night, prepare something in advance for the next day and put it in the fridge. You'll have it ready to put in the oven or on the stove the next day.
- Cook foods during the day in a crock pot.
- Spend one weekend day cooking meals and freezing them, so you can thaw them out and eat them during the week.
- Assign older children to help you prepare the family meals.
- While dinner is being prepared, make healthful snacks available to your children so they won't feel too hungry while they wait for dinner.

