



## NUTRITION CORNER

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### FOOD LABEL NEWS **ALERT – Consumer Beware**

What do the words *frosted, cocoa, crunch, treats, lucky, loops, and natural* all have in common.....**added SUGAR**. An article in the business section of the Sunday 9/6/09 NY Times, cited the new Smart Choices Program.



Soon consumers will find food products with this label. This label is the result of a new food-labeling campaign called Smart Choices, backed by most of the nation's largest food manufacturers. This program apparently does not have the seal of approval from the FDA, USDA, or many health professionals yet. There are foods on the Smart Choices list that include; sweetened cereals with 3 tps added sugar per 1 cup serving (12 gms) and up to 35% total fat calories. Be smart consumers and do not be misled by a label program that identifies **Froot Loops™** as an excellent source of vitamins and minerals while disguising the fact that 41 percent of its total calories in one serving is sugar! This program also allows a Smart Choice label on a product without whole grains as long as it has added nutrients.

Instead **READ THE LABEL YOURSELF! Label Tips:** Choose cereals and snacks with (1) 0-6 gms added sugar per serving or less than 20% total calories; (2) the first ingredient listed should list the word “whole” grain or “rolled” oats or “wheat bran”; (3) fiber content should be a minimum of 3 gms fiber; (4) Total Fat < 30%

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