

«In the jungle of food labels»



What are we going to talk about today?

- 1. Packaging and food labels**
- 2. Tips for making informed choices**



What's on a food label?

Date Marking

This is the 'Use By', 'Sell By' and 'Best Use Before' date. It gives the date by which the food should be eaten.

Product Name

Usually beside the brand name. Tells you what the food is.

Net Weight

This gives the actual weight of the food excluding the packaging. For canned foods packed in liquid, the net weight is the weight of the drained food.

USE BY



Ingredient List

This shows all the ingredients that make up the product. The ingredients are listed in descending order by weight.

Nutrition Information

This panel shows the nutrients found in one serving or in 100 g / 100 ml of the food.

Usage Instructions

These are instructions for storing or using the product.

Manufacturer's Details

Every label includes the name and address of the manufacturer, importer or distributor.

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Let's delve into!



PRODUCT DURABILITY

- «Use by»: the product **MUST NOT** be consumed after this date!
- «Best before»: the product **MAY** be consumed beyond the date reported **BUT** may have undergone organoleptic changes (e.g., taste, odor)

CLAIM

- Phrase or word indicating that a food has particular beneficial nutritional properties
- Used by the producer to enhance the value of the product
- For example "High Fiber," "Low Fat," "High Protein"



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LIST OF INGREDIENTS

- These are all the ingredients used in the production
- Ingredients are listed in descending order by weight, i.e., from most present to least present in quantity

NUTRITION FACTS

- It reports the nutritional values of the product referring to 100g/100ml
- The mandatory indications to be reported are:

○ Energy

○ **Fats**

○ Saturated fats

○ Carbohydrates

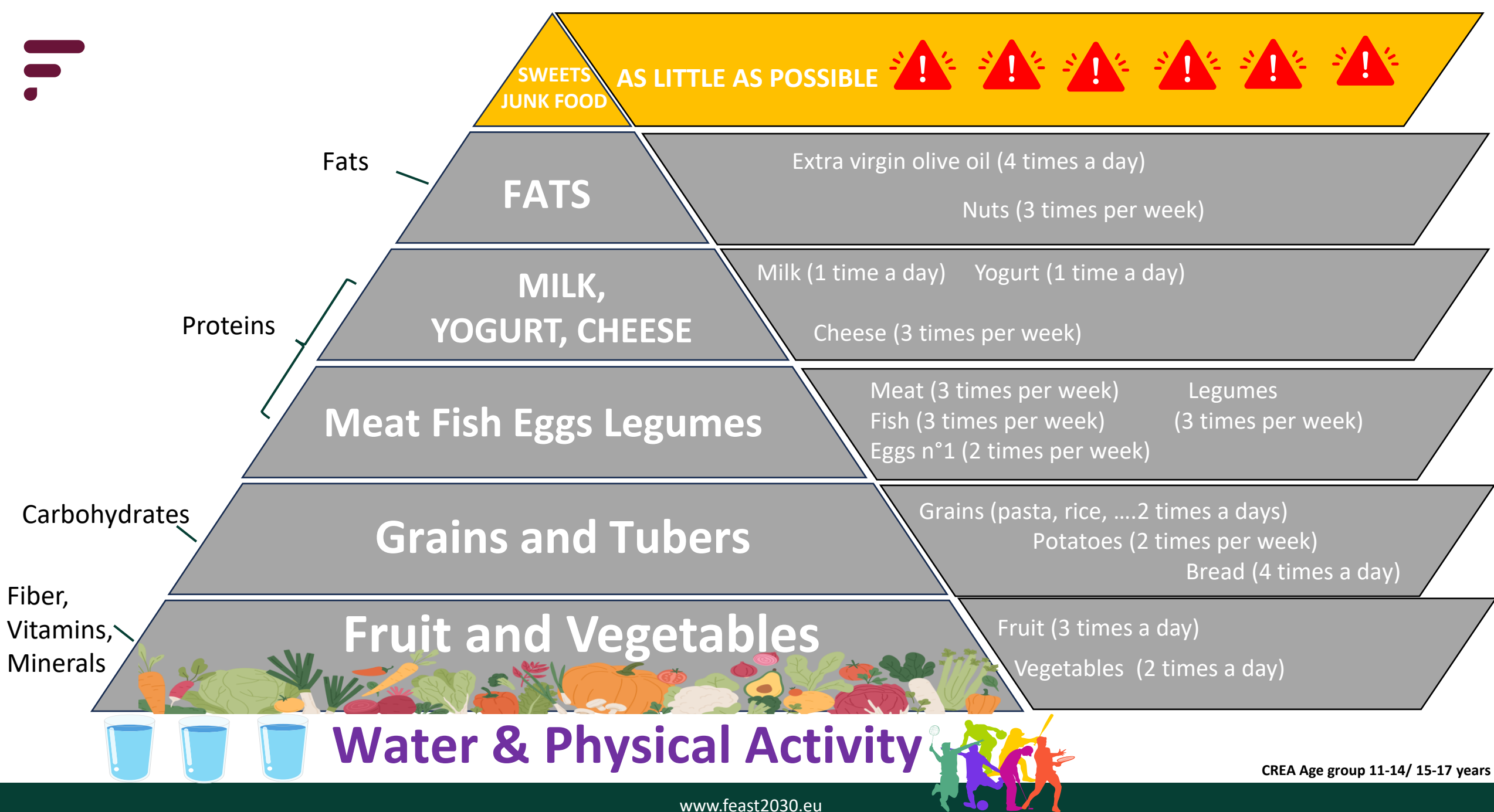
Best to limit foods high in
saturated fat
(> 5 g for 100 g)

○ Sugars

○ Protein

○ **Salt**

Best to limit foods high in
salt (> 1,5 g for 100 g)

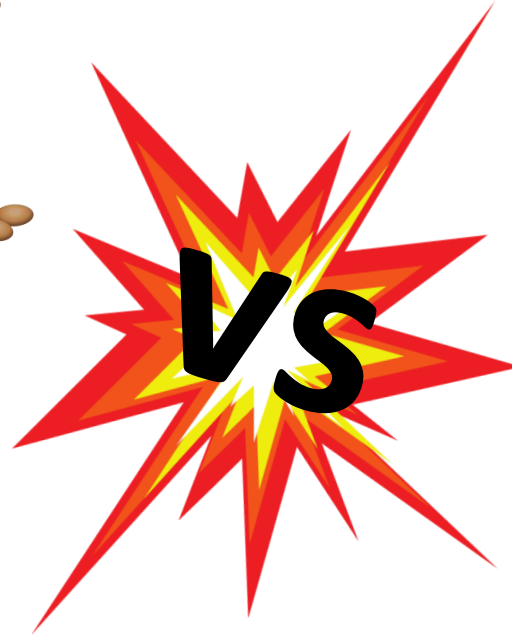




**What is the first thing you look at
on food packages????**



Which one would you choose?



An example from breakfast cereals...

aromi artificiali
mas artificiales



INGREDIENTS
(IT) FIOCCHI DI RISO, FRUMENTO INTEGRALE ED ORZO CON AGGIUNTA DI VITAMINE E FERRO.
INGREDIENTI: Riso (47%), **frumento** integrale (37%), zucchero, **orzo** (5%), farina di malto d'**orzo**, sale, estratto di malto d'**orzo**, niacina, ferro, riboflavina, tiamina, vitamina B6, acido folico, vitamina D, vitamina B12.
Per gli allergeni vedi ingredienti in grassetto.
Può contenere glutine da altri cereali, latte.
Da consumarsi preferibilmente entro il: vedi lato superiore.
Conservare in luogo fresco e asciutto.
(ES) COPOS TOSTADOS DE ARROZ, TRIGO INTEGRAL Y CEBADA, ENRIQUECIDOS CON VITAMINAS Y HIERRO.
INGREDIENTES: Arroz (47%), **trigo** integral (37%), azúcar, **cebada** (5%), harina de malta de **cebada**, sal, extracto de malta de **cebada**, niacina, hierro, riboflavina, tiamina, vitamina B6, ácido fólico, vitamina D, vitamina B12.
Para alérgenos ver ingredientes destacados en negrita.
Puede contener gluten de otros cereales, leche.
Consumir preferentemente antes del: ver parte superior.
Conservar en lugar fresco y seco.
(PT) FLOCOS TOSTADOS DE ARROZ, TRIGO INTEGRAL E CEVADA COM VITAMINAS E FERRO.
INGREDIENTES: Arroz (47%), **trigo** integral (37%), açúcar, **cevada** (5%), farinha de malte de **cevada**, sal, extrato de malte de **cevada**, niacina, ferro, riboflavina, tiamina, vitamina B6, ácido fólico, vitamina D, vitamina B12.
Para alérgenos ver ingredientes realçados a negrito.

NUTRITION INFORMATION

	/100g	/30g	%RI*
Energia / Valor energético	1660 kJ 392 kcal	498 kJ 118 kcal	6 %
Grassi / Grasas / Lípidos	1.3 g	0.4 g	1 %
di cui acidi grassi saturi / de las cuales saturados / dos quais saturados	0.3 g	0.1 g	1 %
Carboidrati / Hidratos de carbono	84 g	25 g	10 %
di cui zuccheri / de los cuales azúcares / dos quais açúcares	15 g	4.5 g	5 %
Fibre / Fibra alimentaria / Fibra	6.0 g	1.8 g	
Proteine / Proteínas	8.0 g	2.4 g	5 %
Sale / Sal	0.84 g	0.25 g	4 %

VITAMINE / VITAMINAS / VITAMINAS:

	NRV ^a	NRV ^a
Vitamina D	8.4 µg 168 %	2.5 µg 50 %
Tiamina / Tiamina	1.8 mg 164 %	0.54 mg 50 %
Riboflavina	2.3 mg 164 %	0.69 mg 50 %
Niacina	16 mg 100 %	4.8 mg 30 %
Vitamina B6	1.4 mg 100 %	0.42 mg 30 %
Acido folico / Ácido fólico	334 µg 167 %	100 µg 50 %
Vitamina B12	2.5 µg 100 %	0.75 µg 30 %

MINERALI / MINERALES / MINERAIS:

Ferro / Hierro	14 mg 100 %	4.2 mg 30 %



FIOCCHI DI Avena BIOLOGICI.
INGREDIENTI: fiocchi d'**avena*** (*da agricoltura biologica).
Può contenere frutta a guscio, semi di sesamo, sola, glutine e senape.

DA CONSUMARSI PREFERIBILMENTE ENTRO IL: vedere la data riportata sul fondo della confezione.

CONSERVAZIONE: conservare in luogo fresco e asciutto, al riparo da fonti di calore.

ORGANISMO DI CONTROLLO
AUTORIZZATO DAL MIPAAF
IT BIO 014
AGRICOLTURA UE
OPERATORE CONTROLLATO N 7169

VALORI NUTRIZIONALI
MEDI

	per 100g di prodotto
ENERGIA	1566kJ / 372kcal
GRASSI	7,0g
di cui Acidi grassi saturi	1,3g
CARBOIDRATI	59g
di cui Zuccheri	1,1g
FIBRE	10g
PROTEINE	13g
SALE	0,0g

Immagine a scopo illustrativo.

350ge

Energy →
Fats →
Saturated fats →
Carbohydrates →
Sugars →
Fiber →
Protein →
Salt →



An example from yogurt...

YOGURT MAGRO COLATO A RIDOTTO CONTENUTO DI LATTOSIO CON PREPARAZIONE DI CAFFE' E CACAO CON EDULCORANTI

INGREDIENTI: yogurt magro colato a ridotto contenuto di lattosio, preparazione di caffè e cacao 9% (acqua, amido modificato di mais, estratto di caffè 5,5%, succo di limone concentrato, cacao magro in polvere 1%, aromi, addensante: pectina; edulcoranti: sucralosio, acesulfame K). **SENZA GLUTINE.**

Dichiarazione Nutrizionale (Valori medi)	Per 100g	Per vasetto 160 g	%AR*
Energia (kJ/kcal)	230/55	368/88	4
Grassi (g)	0,1	0,2	0
di cui Acidi grassi saturi (g)	0,1	0,2	1
Carboidrati (g)	4,1	6,6	3
di cui Zuccheri (g)	3,1	5,0	6
Proteine (g)	9,4	15,0	30
Sale (g)	0,10	0,16	3



Nutrition Information		per 100g
Energy		230 kJ (54 kcal)
Fat		0 g
of which saturates		0 g
Carbohydrate		3.0 g
of which sugars		3.0 g
Protein		10.3 g
Salt		0.1 g
Calcium		120 mg
%NRV*		15%
*Nutrient Reference Values		
Ingredients: Pasteurised skimmed milk, live active yoghurt cultures (L. Bulgaricus, S. Thermophilus, L. Acidophilus, Bifidus, L. Casei)		



LET'S PUT IT INTO PRACTICE!

let's put it into practice!

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THANKS FOR YOUR ATTENTION!



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