

## A look at the proposed nutrition labels

The Food and Drug Administration is unveiling proposed changes to nutrition labeling for foods that include more prominent calorie counts and serving sizes.

### CURRENT

<b>Nutrition Facts</b>	
Serving Size 2/3 cup (55g) Servings Per Container About 8	
Amount Per Serving	
<b>Calories</b> 230	Calories from Fat 40
% Daily Value*	
<b>Total Fat</b> 8g	<b>12%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>12%</b>
Dietary Fiber 4g	<b>16%</b>
Sugars 1g	
<b>Protein</b> 3g	
Vitamin A	10%
Vitamin C	8%
Calcium	20%
Iron	45%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value 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

### PROPOSAL 1

<b>Nutrition Facts</b>	
<b>8 servings per container</b>	
Serving size	2/3 cup (55g)
Amount per 2/3 cup	
<b>Calories</b>	<b>230</b>
% DV*	
<b>12%</b>	<b>Total Fat</b> 8g
<b>5%</b>	<b>Saturated Fat</b> 1g
	<b>Trans Fat</b> 0g
<b>0%</b>	<b>Cholesterol</b> 0mg
<b>7%</b>	<b>Sodium</b> 160mg
<b>12%</b>	<b>Total Carbs</b> 37g
<b>14%</b>	<b>Dietary Fiber</b> 4g
	<b>Sugars</b> 1g
	<b>Added Sugars</b> 0g
	<b>Protein</b> 3g
<b>10%</b>	<b>Vitamin D</b> 2mcg
<b>20%</b>	<b>Calcium</b> 260mg
<b>45%</b>	<b>Iron</b> 8mg
<b>5%</b>	<b>Potassium</b> 235mg

\* Footnote on Daily Values (DV) and calories reference to be inserted here.

### PROPOSAL 2

<b>Nutrition Facts</b>	
<b>8 servings per container</b>	
Serving size	2/3 cup (55g)
Amount per 2/3 cup	
<b>Calories</b>	<b>230</b>
% Daily Value*	
<b>QUICK FACTS:</b>	
<b>12%</b>	<b>Total Fat</b> 8g
<b>12%</b>	<b>Total Carbs</b> 37g
	<b>Sugars</b> 1g
	<b>Protein</b> 3g
<b>AVOID TOO MUCH:</b>	
<b>5%</b>	<b>Saturated Fat</b> 1g
	<b>Trans Fat</b> 0g
<b>0%</b>	<b>Cholesterol</b> 0mg
<b>7%</b>	<b>Sodium</b> 160mg
	<b>Added Sugars</b> 0g
<b>GET ENOUGH:</b>	
<b>14%</b>	<b>Fiber</b> 4g
<b>10%</b>	<b>Vitamin D</b> 2mcg
<b>20%</b>	<b>Calcium</b> 260mg
<b>45%</b>	<b>Iron</b> 8mg
<b>5%</b>	<b>Potassium</b> 235mg

\* Footnote on Daily Values (DV) and calorie reference to be inserted here.

Some of the changes in the proposed labels:

1. Serving information is more prominent.
2. Calories are emphasized with large, bold text.
3. Daily value percentages are placed first.
4. Added sugars are shown.
5. Vitamins A and C have been removed and vitamin D and potassium have been added.
6. Proposal 2's design groups nutrition information into three sections: "quick facts," "avoid too much" and "get enough."

Source: U.S. Food and Drug Administration

THE WASHINGTON POST

Graphic comparing the current nutrition label to two proposed replacements. Illustrates by Ariana Eunjung Cha (c) 2014, The Washington Post. Washington Post graphic.

### Questions for image analysis.

- 1.) What is this?
- 2.) What do you know about this topic/subject?
- 3.) What are some of the differences that you notice among the three nutrition labels?
- 4.) What does the Food and Drug Administration hope to accomplish?
- 5.) Who is the intended audience? How do you know?