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**Improving Food and Menu Labeling  
 for Healthy Food Choices**

April 28, 2010



**Menu Labeling**

Creamy Tortilla Chicken Soup  
 250 calories \$5.95  
 (1950 mg sodium)





**Improved Nutrition Label**

Current Label



Better Label


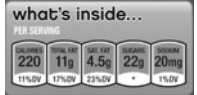





**Front-of-Package Labeling**

United States





Foreign







**Warning Labels Work!**

Europe: labels on most dyed foods after July 20:  
 “ \_\_\_ colours may have an adverse effect on activity and attention in children.”

Finland: label on certain high-sodium foods:  
 VOIMAKASSUOLAINEN. (*High salt content*)

California: Proposition 65 notices (cancer/birth defects):  
 "WARNING: This product contains a chemical known to the State of California to cause cancer."



**Improving Ingredient Labels**

Current

INGREDIENTS: ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED FLOUR, THIAMINE MONONITRATE, VITAMIN B1), HYDROLYZED VEGETABLE PROTEIN, VEGETABLE SHORTENING (CONTAINS PARTIALLY HYDROGENATED SOYBEAN AND/OR COTTONSEED OILS), WHOLE WHEAT CHEDDAR CHEESE (PASTEURIZED CULTURED MILK, SALT, ENZYMES), CALCIUM CARBOXYMETHYL CELLULOSE, WHEY, AUTOLYZED YEAST, BUTTERMILK SOLIDS, LEAVENING (SODIUM ACID PHOSPHATE, SODIUM BICARBONATE, CORNSTARCH, SODIUM LACTATE, ACID), ARTIFICIAL COLORS (AMARANTHO, YELLOW 5, YELLOW 6), SODIUM PHOSPHATE, SODIUM CARBONATE, ONION POWDER, ACETIC ACID, XANTHAN GUM, POTASSIUM SORBATE. CONTAINS WHEAT, MILK, AND SOY.


Proposed

**Ingredient Facts**

**Major Ingredients:** Enriched Flour [wheat flour, niacin, reduced iron, thiamine, mononitrate (vitamin B1), riboflavin (vitamin B2), folic acid] • Vegetable shortening [contains partially hydrogenated soybean and/or cottonseed oil] • Whole wheat (5%) • Cheddar Cheese (1%) (Pasteurized cultured milk, salt, enzymes) • Calcium carbonate • Salt • Whey (milk) • Autolyzed yeast • Buttermilk solids • Leavening (sodium acid polyphosphate, sodium bicarbonate, cornstarch) • Sugar • Yeast • Lactic Acid

**Minor Ingredients:** Artificial colors (amarantho, Yellow 5, Yellow 6) • Sodium phosphate • Sodium caseinate (milk) • Onion powder • Acetic acid • Xanthan gum • Potassium sorbate

**Allergy Information:** Contains wheat, milk, and soy



## Percentage Ingredient Labeling

**INGREDIENTS:** WAKE FISH FILLETS (85%), WATER, WHEAT FLOUR, CANOLA OIL, SOY FLOUR, RAISING AGENT (MALT, AMB, BAK), SALT, WHEAT STARCH, GLUCOSE POWDER, NATURAL FLAVOUR, FOOD ACID (CITRIC ACID).

**MADE IN AUSTRALIA FROM IMPORTED AND AUSTRALIAN INGREDIENTS.**

**NUTRITION INFORMATION**  
SERVINGS PER PACKAGE: 8 fillets  
SERVING SIZE: 71g (1 Fish Fillet)

	Average Quantity Per Serving	Average Quantity Per 100g
ENERGY	800kJ	819kJ
PROTEIN	15.6g	22.0g
FAT	8.7g	11.4g
- TOTAL	8.7g	12.7g
- SATURATED	0.7g	1.0g
CARBOHYDRATE	11.4g	16.1g
- TOTAL	11.4g	16.1g
- SUGAR	0.2g	0.3g
SODIUM	300mg	407mg
POTASSIUM	141mg	189mg

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## Stop Deceptive Labeling

**CRYSTAL LIGHT immunity**  
Flavored with Energy Releasing B Vitamins, Vitamins C & E, Alpha-Abscissa a Healthy Immune System

**immunity**  
NATURAL FLAVOUR WITH OTHER NATURAL FLAVOURS

**immunity**  
NUTRIENT ENHANCED WATER BEVERAGE  
berry pomegranate  
NATURAL FLAVOUR WITH OTHER NATURAL FLAVOURS

0 Calories Per Serving  
Contains Antioxidants C & E and Vitamin A

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