Nutrition Label

By Aaron Alem, Will Gignilliat, Brian Earle, Beckett Tratenberg, Theo, Spiro and Caleb Lewis

Constraints of the Nutrition Label

- Must follow FDA formatting guidelines such as formatting and layout
- Serving sizes must abide by the law
- Labels must fit within limited package space
- Black and white font is required in a rectangular block design
- People are familiar with the current nutrition label and changing too much could cause confusion or credibility



If it ain’t broke don’t fix it

Our main approach will be to keep what's good with the nutrition label already in use. While it’s not perfect, it has been optimized over time and does serve its purpose.

We are going to keep:

1. The general font and color of the label
2. Calorie count, Protein, Carbohydrate… etc
3. The daily value percentage.

Our own spin on it

-Our main problem with the current label is the often misleading serving sizes and how they are displayed.

-Not only this but the emphasis on calories and the way they

Are listed is another big problem we have

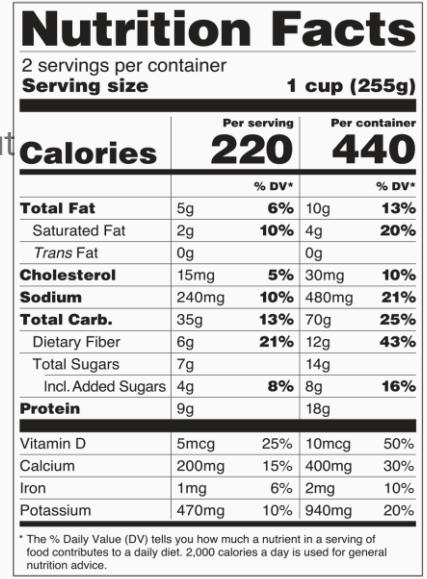
-To the right is a nutritional label where you can see this as everything is super small but

Calories are bolded and super large putting them front and

Center.

-The reality is calories do not reflect the nutritional value of something

Meaning 2 things with exact same calories can have far different nutritional value



Nutrition Facts

2 servings per container

Serving size **1 cup (255g)**

	Per serving		Per container	
Calories	**220**		**440**	
		% DV*		% DV*
Total Fat	5g	**6%**	10g	**13%**
Saturated Fat	2g	**10%**	4g	**20%**
Trans Fat	0g		0g	
Cholesterol	15mg	**5%**	30mg	**10%**
Sodium	240mg	**10%**	480mg	**21%**
Total Carb.	35g	**13%**	70g	**25%**
Dietary Fiber	6g	**21%**	12g	**43%**
Total Sugars	7g		14g	
Incl. Added Sugars	4g	**8%**	8g	**16%**
Protein	9g		18g	
Vitamin D	5mcg	25%	10mcg	50%
Calcium	200mg	15%	400mg	30%
Iron	1mg	6%	2mg	10%
Potassium	470mg	10%	940mg	20%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

How this Functions

- Will list macros
- Will talk more about nutritional value of the item
- Keeping the font, color, and layout of traditional food labels will help consumers quickly find and compare information across products
- Scanning the label alone will be enough to make informed choices about following a healthy diet
- By standardizing information, the label ensures transparency and accountability from food companies.
- This new label will take out all of the guesswork

Who Is Responsible

-Throughout time companies have used nutritional labels as a way to mislead the public on the nutritional value of their product

-They are not the only ones at fault as the government hasn't done enough to stop the harm these misleading labels have done

-Indirectly weak and misleading nutrition labels have caused rise in diet related disease, obesity, diabetes etc.

-People read nutrition labels expecting honesty and a way of understanding what they are consuming and if what they are consuming is right for them.

-Companies selling products and the government have a responsibility to choose consumers health and well being over any profit but throughout time they have continued to choose profits and economic gain over peoples health

-A combination of companies finding loopholes in what they have to present in nutrition labels and weak enforcement by the government has lead to mistrust by the public along with unnecessary health issues like obesity ravaging people's livelihoods.

Evidence of the misleading and deceiving

Timeline

-In the early 1900s to the 50s products had almost no info or labels attached

-No government intervention allowed companies could make inaccurate outlandish claims about their products saying extremely vague things like “the most energizing drink or food on the market”

- A very notable product that has caused so much harm, death, and suffering through false advertising is cigarettes which were once advertised as weight loss aids.

-Everything from sugar, salt and fat levels were completely hidden to the public

-From the 50s to the 80s the government began to crack down and warn the public but companies would take advantage of the warnings like warning against fat consumption and labeling products as low in fat.

-When the government would warn against things like fat and companies would mislead by labeling there products as low fat and than the consumer thinking they were helping there diet would fall into the trap.

-During the 70s and 80s obesity rates skyrocketed due to this and even up the 2000s companies were able to find loopholes to hide harmful ingredients in their products without care for the people they were and still are affecting.

Examples of Misleading Labels

Nutrition Facts

Serving Size: 1 6-oz CONTAINER
Servings Per Container 1

Amount Per Serving

Calories [redacted] Calories from Fat 15

	% Daily Value*
Total Fat 1.5g	3%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 10mg	3%
Sodium 80mg	3%
Potassium 260mg	7%
Total Carbohydrate	
Sugars 25g	
Protein 5g	

Vitamin A 15% Vitamin C 0%
Calcium 20% Iron 0%

Yogurt "G"

Nutrition Facts

Serving Size: 1 6-oz CONTAINER
Servings Per Container 1

Amount Per Serving

Calories [redacted] Calories from Fat 15

	% Daily Value*
Total Fat 1.5g	3%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 10mg	3%
Sodium 80mg	3%
Potassium 260mg	7%
Total Carbohydrate	
Sugars 6-teaspoons	
Protein 5g	

Vitamin A 15% Vitamin C 0%
Calcium 20% Iron 0%

Yogurt "T"





The Importance of Good Nutrition

The importance of good nutrition stems from the perspective that a well balanced diet is essential to a healthy lifestyle. Nutrition labels are beneficial to people of all ages to ensure people get a sufficient amount of nutrients.



Works Cited

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- Understanding Food Labels
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