

Misleading Food Labels

Is it really as healthy as it sounds?

Is it healthier if it says it is '*made with real vegetables or fruit*'?

NOT ALWAYS

Examples: breads, chips, pasta, fruit beverages, fruit snacks.



So why aren't they always the best choice?

- Sometimes they have very little vegetables or fruit added.
- The rest of the product may still be high in sugar, sodium and/or fat.

If a food product says it is '*made with whole grains,*' does that make it a healthy choice?

NOT ALWAYS

Examples: breakfast cereals, breads, chips, cracker snacks.



So why aren't they always the best choice?

- Sometimes only small amounts of whole grains used.
- The rest of the product may still be very high in sugar, sodium and/or fat.
- To find a better grain product, choose one that has more fibre, lists a whole grain as the first ingredient, and does not have sugar as the first or second ingredient.

Is a '*low fat*' or '*fat free*' food product always a better choice?

NOT ALWAYS

Examples: ice cream, yogurt, gummy candies.



So why aren't they always the best choice?

- Often when the fat is removed, more sugar and other flavourings is added.
- May also be low in other healthy nutrients.

If a food product claims to be '*All Natural,*' does that mean that it is 'all good for you'?

NOT ALWAYS

Examples: deli meat, chips, pop, fruit beverages.



So why aren't they always the best choice?

- The only requirements for a product to be labeled as 'all natural' is that it not contain added colours, artificial flavours, or synthetic substances.
- Therefore, products that are full of preservatives like sodium or have high fructose corn syrup can be considered "all natural."



