

READ B4 U EAT

FOOD LABEL READING INFORMATION KIT



NATIONAL INSTITUTE OF NUTRITION
(Indian Council of Medical Research)
Ministry of Health and Family Welfare
Govt. of India,
Tarnaka, Hyderabad

**Developed under project:
Effect of school based communication intervention on
reading of food labels among urban adolescents**

READ B4 U EAT

Read label to know what's inside the pack

**Label tells you about the ingredients,
nutrients, shelf life, manufacturer's details
and much more**



You are what you eat! CHOOSE WISELY

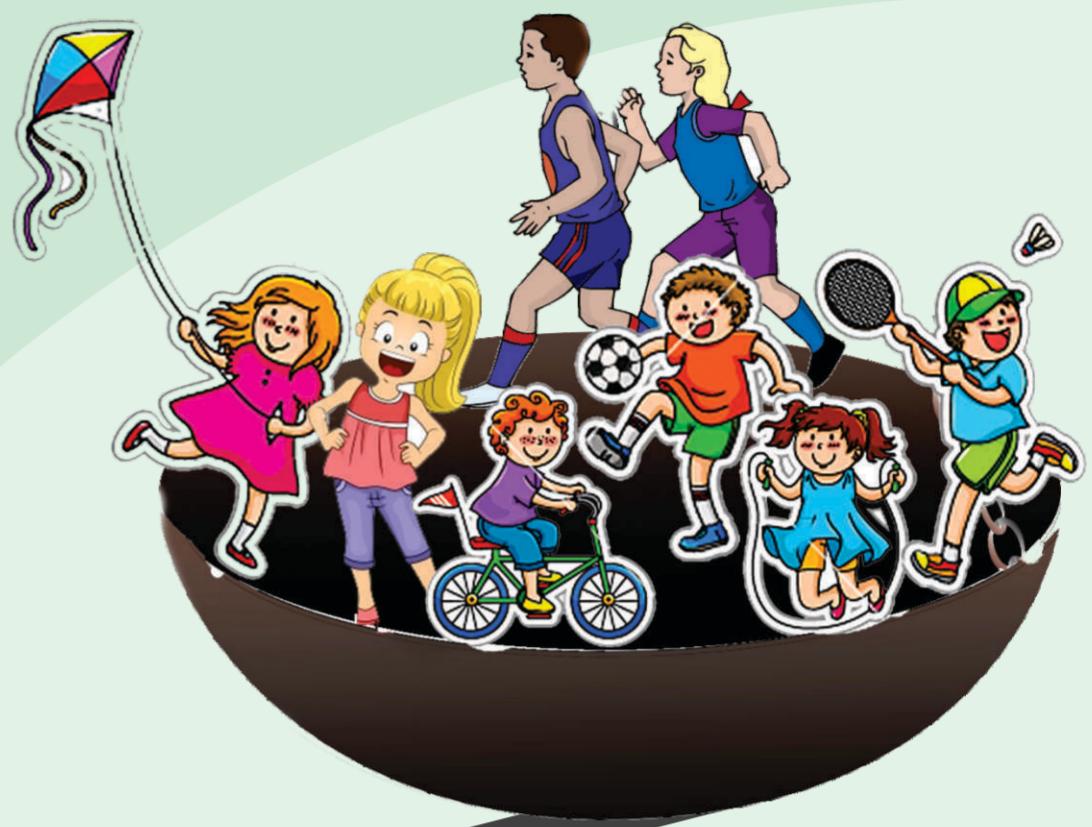


National Institute of Nutrition (ICMR)
Hyderabad

OBESITY AND HEALTH PROBLEMS



Calories We Eat



Calories We Spend

When the balance is not right...

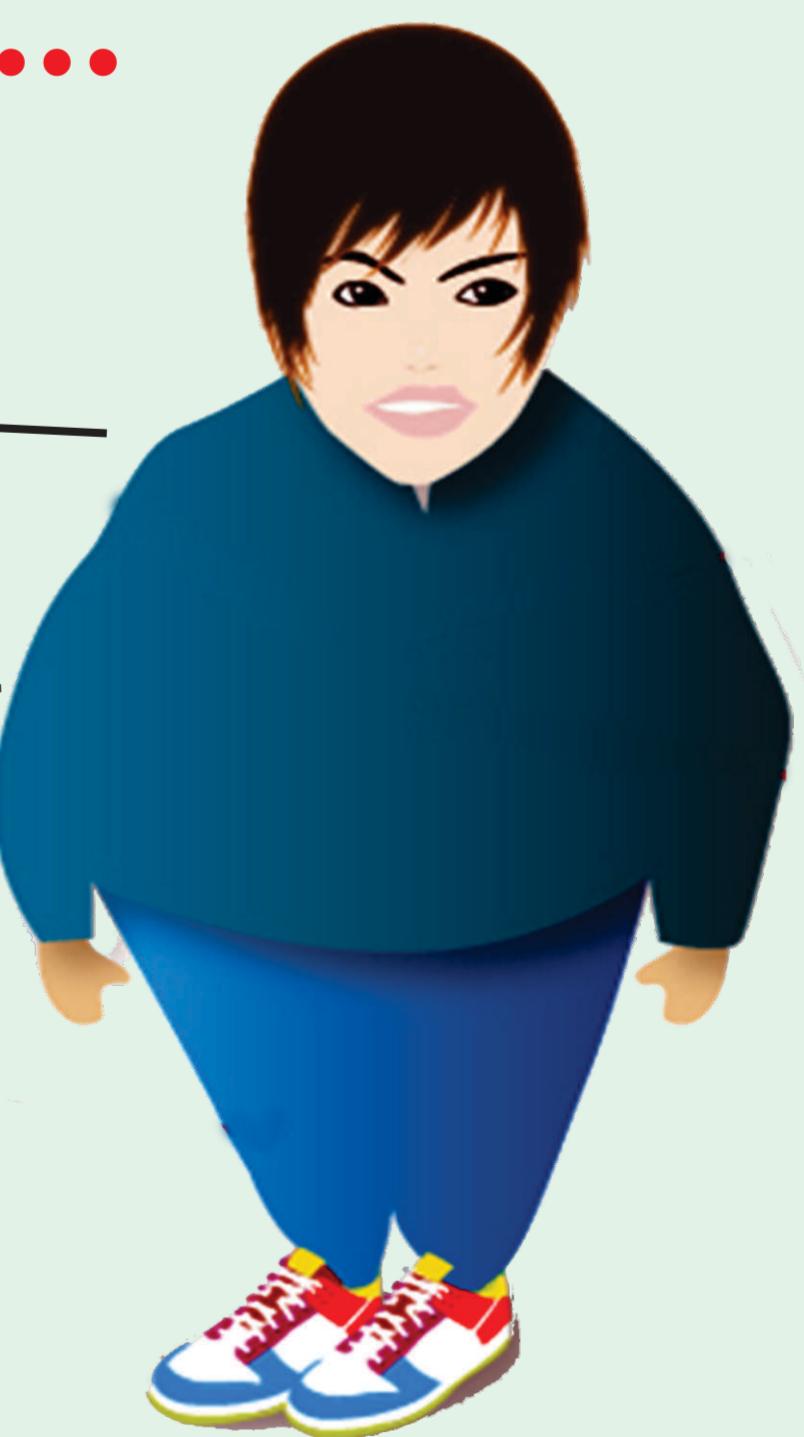
Hypertension

Fat esp. saturated fatty acid, trans fat, Sodium and free sugars can be major causes of such diseases

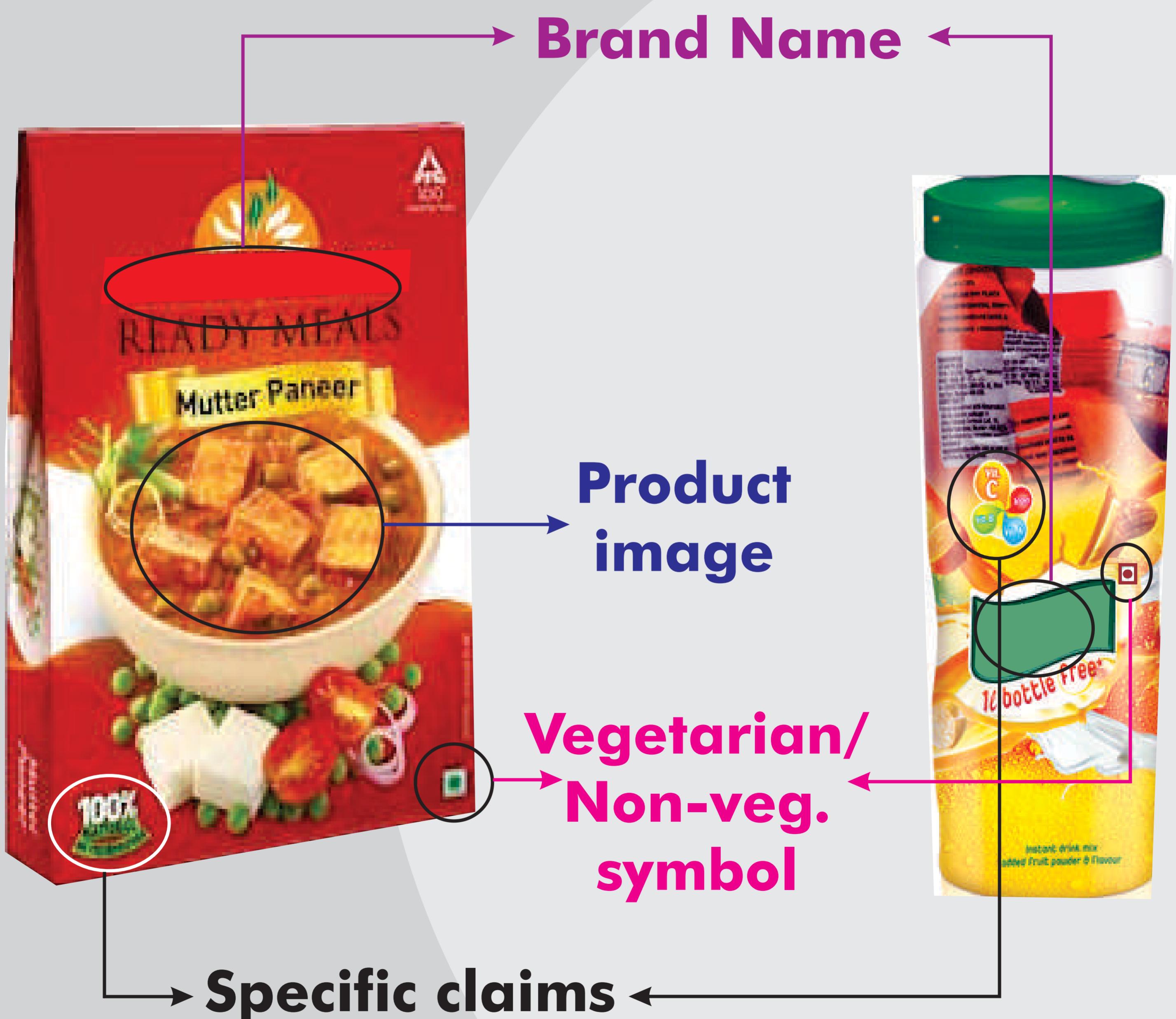
Heart Disease

Diabetes

Cancer



THE FRONT OF PACK LABELLING



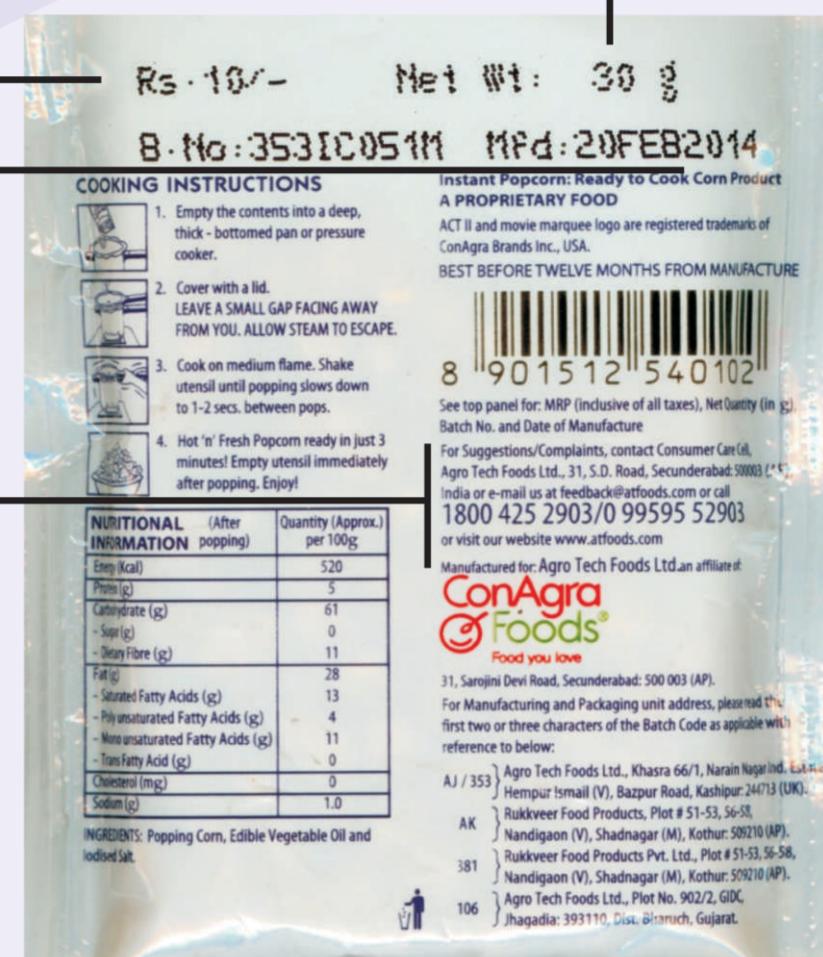
KNOW WHAT ELSE IS THERE ON THE LABEL

Manufacturing date

Manufacturing Address & customer care details

Weight

Price



Shelf life

Best before date

After which Nutrient or taste or flavour may get compromised

Expiry date

After which food becomes unsafe for consumption

Allergen Information

May contain traces of milk, mustard, nuts, soya, egg etc. that could cause allergy to some people.

Storage Details

How to store the food to retain its quality

Cooking Methods

How to cook the food

COOKING INSTRUCTIONS



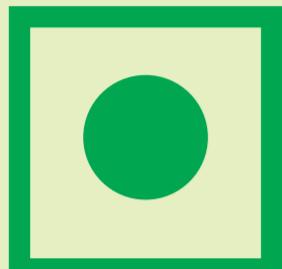
1. Empty the contents into a deep, thick-bottomed pan or pressure cooker.
2. Cover with a lid. LEAVE A SMALL GAP FACING AWAY FROM YOU. ALLOW STEAM TO ESCAPE.
3. Cook on medium flame. Shake utensil until popping slows down to 1-2 secs. between pops.
4. Hot 'n' Fresh Popcorn ready in just 3 minutes! Empty utensil immediately after popping. Enjoy!



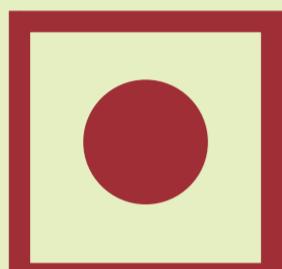
FOOD LABELLING SYMBOLS YOU MUST KNOW

Mandatory Symbols

What they mean?



Vegetarian food



Non-vegetarian food

The food is vegetarian in nature

**The food is non-vegetarian in nature.
Contain atleast one ingredient from
animal source.**

Quality Symbols

On which foods we can see them?



AGMARK

**Agricultural products like masalas,
spices and ghee
It's not a mandatory or compulsory
labelling**



Indian Standard Institute

**Quality symbol for certain foods but
mandatory for bottled water**



Lic No: 1241300XXXXXX

**Look for this symbol to know whether
the manufacturer is licensed or not**



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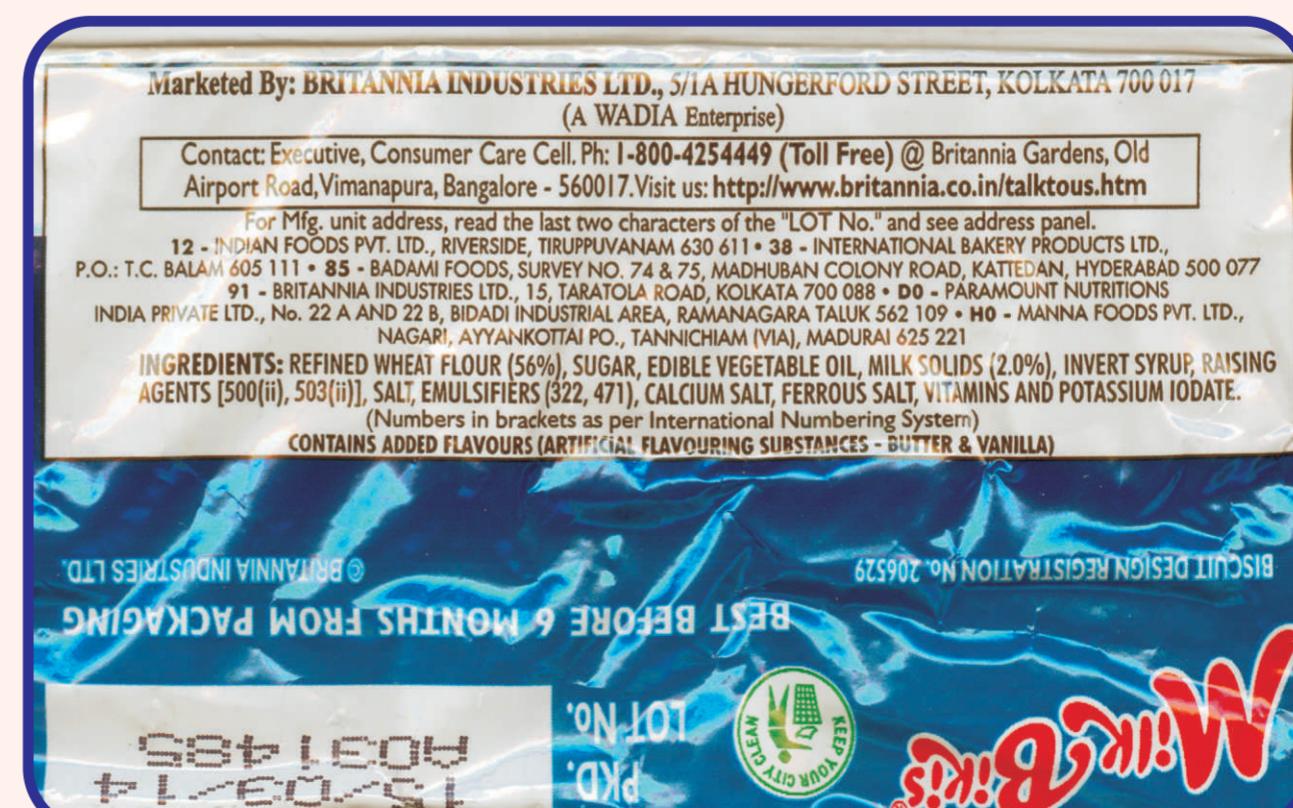
KNOW WHAT YOUR FOOD IS MADE OF

CHECK INGREDIENTS

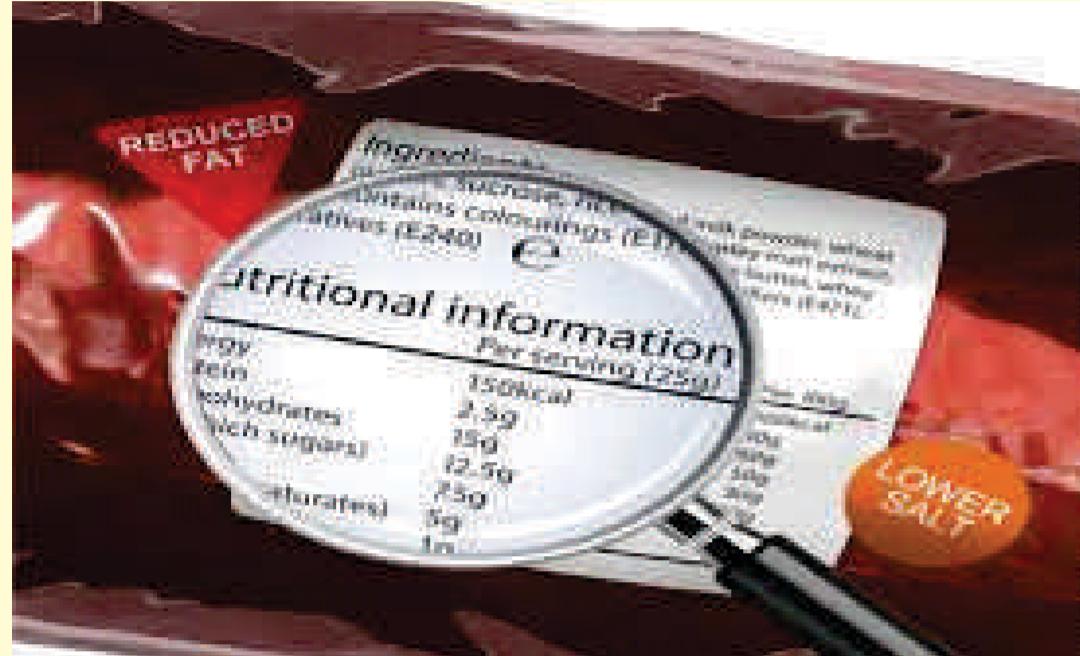
Cross check the claim with ingredients

Foods displayed on the pack should be mentioned in the ingredients

Also see information related to additives in food (Colour, preservatives etc.)



KNOW IMPORTANT NUTRITION INFORMATION



NUTRIENT DECLARATION

Nutrition information is provided as per 100gm or per 100ml or per serving.

Nutritional Information
Carbohydrate
Fat
Protein
**Total saturated fat
(if content is >0.5%)**

NUTRITIONAL INFORMATION	(After popping)	Quantity (Approx.) per 100g
Energy (Kcal)		530
Protein (g)		6
Carbohydrate (g)		59
- Sugar (g)		0
- Dietary Fibre (g)		12
Fat (g)		30
- Saturated Fatty Acids (g)		16
- Poly unsaturated Fatty Acids (g)		4
- Mono unsaturated Fatty Acids (g)		10
- Trans Fatty Acid (g)		0
Cholesterol (mg)		0
Sodium (g)		0.6

NUTRITIONAL INFORMATION (APPROX.):		
		Per 100g
Energy	kcal	459
Protein	g	7.4
Carbohydrate	g	72.7
Sugars	g	8.7
Fat	g	15.4

Information on sodium content is not mandatory but knowledge of its presence helps

Nutritional Information PER 100g	
Energy (kcal)	399
Protein (g)	9.0
Carbohydrate (g)	58.9
- Sugar (g)	1.6
Fat (g)	14.2
Calcium (mg)	150.0
Potassium (mg)	278.3
Dietary Fibre (g)	3.1



HEALTH CLAIMS



Health claim means any claim that suggests relationship exists between a food and health.

Health claims can be of three types:

- Nutrient function claims
- Disease risk reduction claim
- Other function claims

NUTRITION CLAIMS

Nutrition claim means any claim which shows that a food has particular nutritional properties.

Nutrition comparative claims

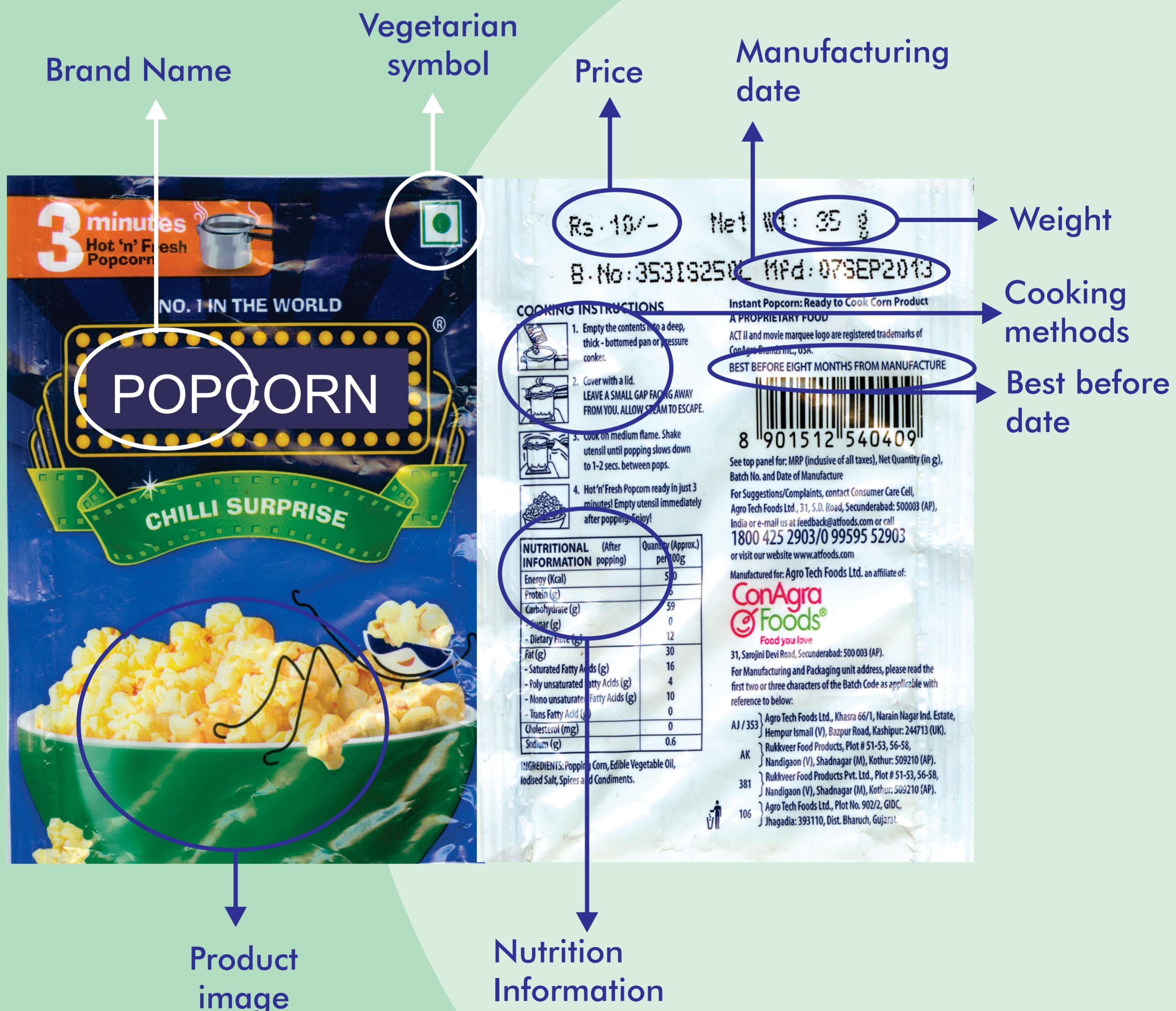
Nutrition content claims



Nutrition comparison can be done with only similar foods in similar amounts



IT'S ALL IN THE LABEL



KNOW WHY FOOD LABELS ARE IMPORTANT

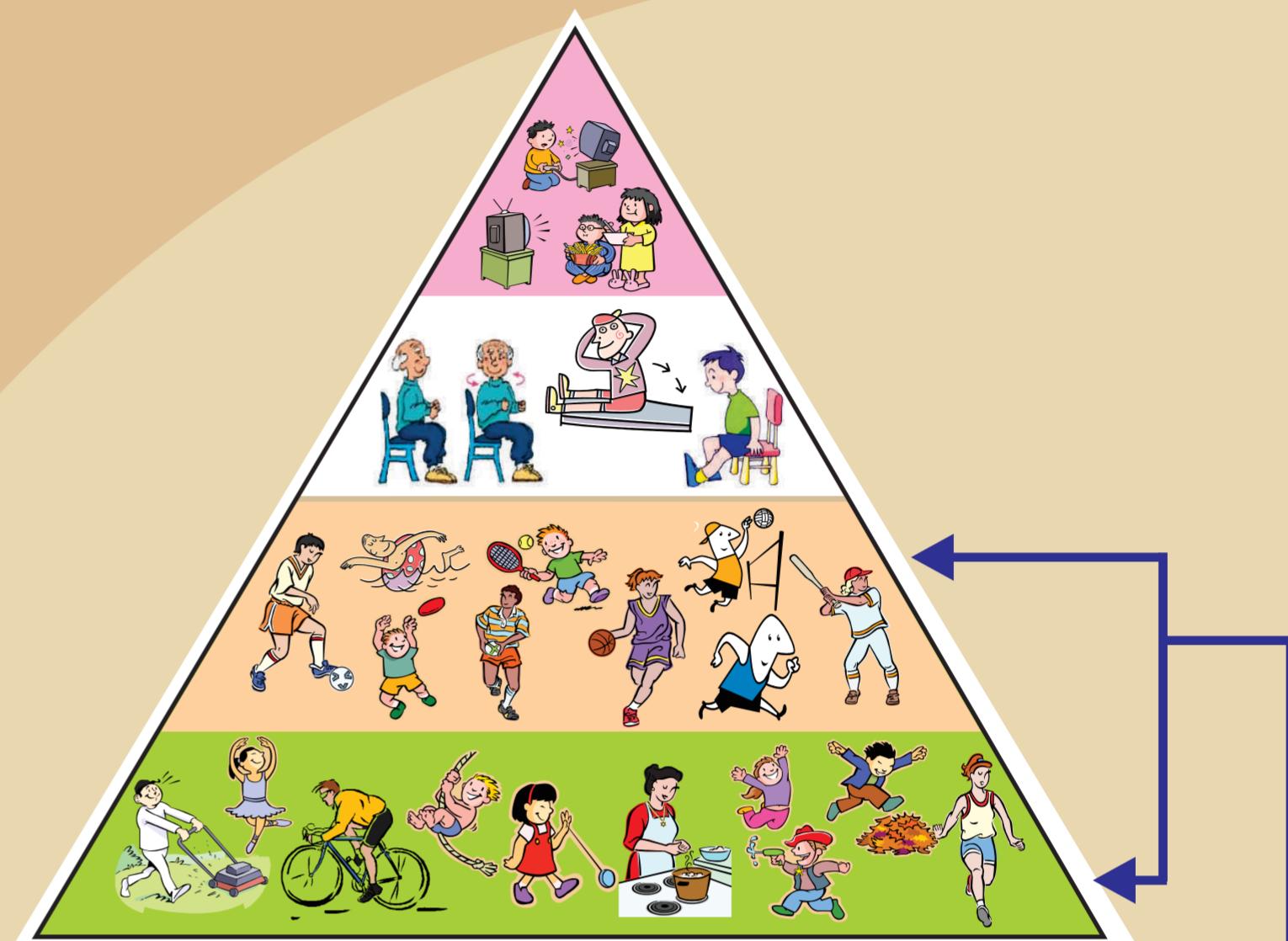
**We all consume packed foods.
Imagine them without any
information on their packs**



Will you know what's inside?



KNOW WHAT TO EAT & HOW TO SPEND ENERGY



→ Say **NO** to **High Fat Sodium Sugar foods**



Be **Physically Active**