

4

Steps of
S.U.R.E.

Purchasing Healthier Food

Learn to discern actual nutrition facts from advertising using the 4 ways of S.U.R.E.

Here's an illustration of how you can use the 4 simple steps of S.U.R.E. to purchase healthier foods and be on your way to a healthier diet (and a healthier you!):

SOURCE: How does the product illustrate its health elements? The only trustworthy source is on the food labels, but even such information can be presented in misleading ways!

• The Health Promotion Board has developed the Healthier Choice Symbol², which generally means a food is lower in total fat, saturated fat, sodium and sugar. This makes it easier to identify healthier food. However, it is better to read up and understand what it means by 'a healthier food option'. For juices with the Healthier Choice Symbol, it means that the juice may be lower in sugar as compared to others.

However, that does not mean drinking a large amount of it will be good for you. With all food, moderation is key.

RESEARCH: Even if you have read the labels and understood the symbols, having done proper research to what food is exactly healthy for you is the best way to living a healthier life.

• Take two similar products and read the Nutrition Information Panels. Compare the key nutrients values per 100g to determine which product is high in fibre, vitamin and minerals.

EVALUATE: Have you found the right food for yourself yet? The information can help us verify if a produce is sugar-free or not.

• When you come across the terms "**All natural**", "**Sugar Free**" or "**Fat Free**" on a food packaging, it is always better to look closely at the food label, such as the Nutrition Information Panels and ingredient list. The information can help us verify if a produce is really sugar free or not.

• The U.S. Food and Drug Administration has a comprehensive website that explains what each term in the Nutrition Information Panel means!

UNDERSTAND: Understand the labels and symbols of the food labels.

• Read up and investigate thoroughly from various sources to determine if the food is healthy. If you are concerned about blood pressure, look out for products with less sodium values³.

¹ <http://www.fda.gov/Food/IngredientsPackagingLabeling/LabelingNutrition/ucm274593.htm>

² <http://www.hpb.gov.sg/HOPPortal/health-article/7498>

³ <http://www.hpb.gov.sg/HOPPortal/health-article/2666>