

Nutrition Facts

Read the Label

Youth Outreach Materials

About Read the Label

Read the Label is the “next generation” portfolio of education materials based on the U.S. Food and Drug Administration’s (FDA’s) award-winning Spot the Block—a campaign to encourage tweens (kids ages 9 – 13) to look for and use the Nutrition Facts label on food and beverage packages. Read the Label materials include engaging content, plus hands-on parent information and community outreach, to help make label reading understandable by young people. Read the Label also targets tweens’ parents because they serve as role models and are in a key position to help their children make healthy dietary choices.



Understanding the Nutrition Facts Label

Read the Label materials offer families simple, actionable tips to make informed food choices that contribute to lifelong healthy eating habits. It’s as easy as 1-2-3!

1

Size up Servings

- The information listed on the Nutrition Facts label is usually based on one serving of the food. Some containers may also have information displayed per package.
- Pay attention to the serving size and the number of servings you eat or drink to discover the total number of calories and nutrients you are consuming.
- Packages can—and often do—contain more than one serving

3

Choose Nutrients Wisely

- % Daily Value (%DV) shows how much a nutrient in a serving of the food contributes to a total daily diet.
- Use %DV to see if a serving of the food is high or low in an individual nutrient and to compare food products.
- TIP: 5% DV or less of a nutrient per serving is considered low and 20% DV or more of a nutrient per serving is considered high.
- Choose foods that are higher in nutrients to get more of (dietary fiber, vitamin D, calcium, iron, and potassium) and lower in nutrients to get less of (saturated fat, *trans* fat, sodium and added sugars).

2

Consider the Calories

- Calories from food provide the energy children’s bodies need to function and grow. To keep children’s bodies healthy, balance the number of calories they eat and drink with the number of calories their bodies use.
- A 1,400 to 2,000 calorie daily diet is used as a general guide for nutrition advice for children ages 9 to 13 years—but individual calorie needs may be higher or lower. Learn about calorie needs at www.choosemyplate.gov/MyPlatePlan
- TIP: 100 calories per serving of an individual food is considered a moderate amount and 400 calories or more per serving of an individual food is considered high in calories.

To Learn More

The entire portfolio of [Read the Label materials and activities](#) are available online in English and Spanish. FDA also has additional [Nutrition Facts Label Programs and Materials](#) and other downloadable materials available in FDA’s Center for Food Safety and Applied Nutrition [Education Resource Library](#).