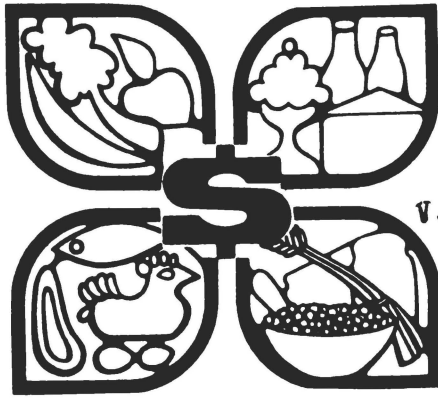


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FOODS AND NUTRITION

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August 1980

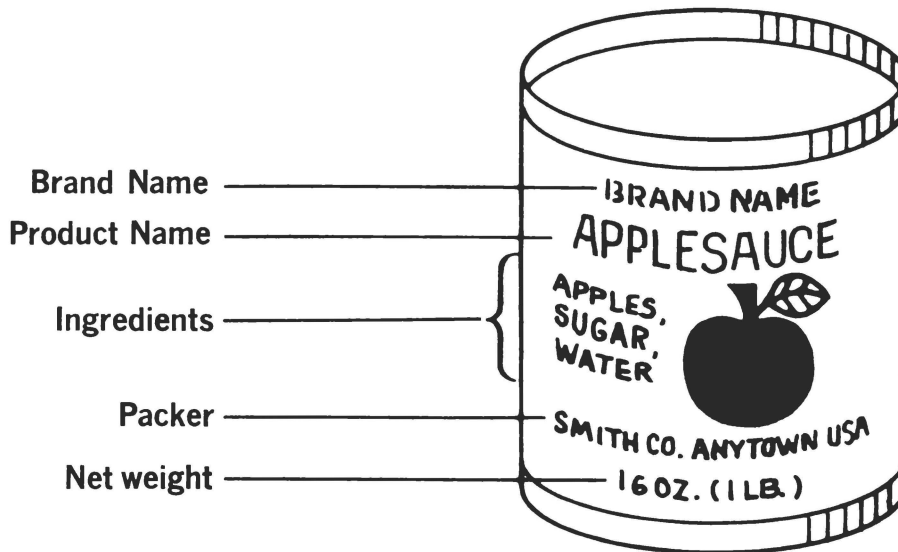
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BLACKSBURG, VIRGINIA

IT'S ON THE LABEL

The label on a food package tells us what's inside. You might think of it as a window that lets us know what the product is like.

There's a lot of information on the label if we just take time to read it.



The front of the can or package has the name of the product and the type of pack-- applesauce, sliced peaches in light sirup, tomato paste.

It gives the net weight of the package in ounces and then in pounds and ounces. The net weight includes the weight of the water in canned vegetables and of the sirup in canned fruits.

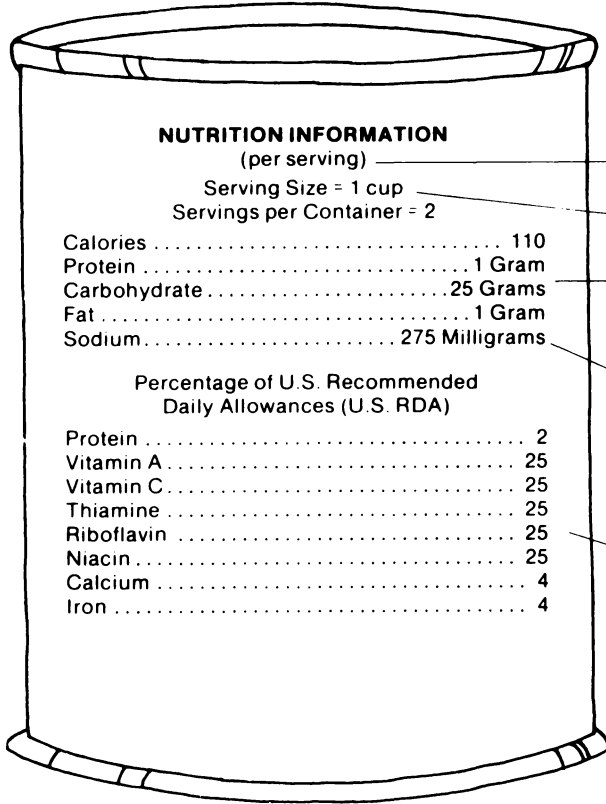
The name and address of the packer of the product also appears on the front label. If you have questions about a product or a complaint, you can write directly to the packer.

A listing of ingredients appears on most food labels. The first ingredient listed is present in largest amount by weight. The ingredient listed last is present in the smallest amount.

The brand name is an indication of quality. National brands are advertised and sold nationally. They are of consistent high quality and usually cost the most. House brands or store brands are produced for a store or chain of stores. They may be nearly as good as the national brands but cost less. Generically labeled foods may or may not have a brand name. Usually they are sold by just the product name "mustard." These foods may be less consistent in quality but their nutritional value is good. These products cost less because of the plain packages and limited advertising.

Food products may have a nutrition information panel. Foods that are enriched or fortified or which are advertised as being a good source of some vitamin or mineral must have a nutrition information panel. There is a pattern for nutrition labels which makes it easier to compare one product with another.

The label may have a date on it which indicates the age of the product. The date may be the date the food was packed, or the last day the product should be sold, or the last day the food will be of high quality, or the last date the product should be used. Milk cartons have a date stamped at the top which is the last day it should be sold. The milk will still be good to use for several days after that, however. If you were buying a week's supply of milk, you might choose a container with a pull date in the future. If you're going to use it today, it doesn't make much difference.



This list of nutrients applies to a single serving

The container contains 2 servings, 1 cup each.

Amounts of nutrients are given in metric weight:
1 ounce = 23 grams
1 gram = 1000 milligrams

Labels may list amounts of sodium and/or cholesterol for persons on special diets.

Percentages of U.S. Recommended Allowances

The date on bread is the last day the bread will be of high quality. It will begin to stale but can be used in many ways. Bread may be reduced in price after this date has passed.

The Universal Product Code is a new feature on labels. It's a series of black lines of different widths and numbers. The checkout clerk passes the item over a scanner which reads the Universal Product Code instead of punching in the information on a cash register. The first half of the lines and numbers identify the manufacturer; the second half identify the product size and flavor--all information which you can find by reading the label. Incidentally, the computer reads the lines; the numbers are for people. A cash register tape is printed up which shows the name and size of the product along with its cost.

