



LABEL READING GUIDE



MACRONUTRIENTS

FAT

CARBOHYDRATE

PROTEIN

EMPHASIZE



plant-based fats



nuts, seeds, avocados

unprocessed carbohydrates



fruits, potatoes, oats, brown rice, quinoa, beans

plant-based proteins



beans, nuts, seeds, tofu, tempeh, lentils, split peas

MINIMIZE



saturated/concentrated fats



cheese, butter, oils

processed carbohydrates



bread, crackers, cereal grains, syrups, and added sugars

animal products & concentrated proteins



isolated proteins typically found in bars and shakes

DAILY GOALS

Less than 20% of total calories coming from fat

Between 65-75% of total calories coming from unprocessed carbohydrate

Between 10-15% of total calories coming from plant-based, whole, protein

DID YOU KNOW?

If fat content is less than 0.5 grams per serving, food manufacturers will intentionally round down to zero and claim no fat.

For flour based products such as breads, tortillas, and bagels; aim for a carbohydrate-to-fiber ratio of 5:1 or less.

Concentrated protein shakes & snack bars (animal/plant-based) can negatively affect kidneys and are typically high in calorie density, making weight loss difficult.

NUTRIENT

SODIUM

CHOLESTEROL

FIBER

GOAL

Sodium (in mg) <= Calories

Calories	190
Sodium	100mg

Ideally, no consumption of dietary cholesterol

Cholesterol 0mg

3g per 100 calories
35 grams per day

Calories	200
Dietary Fiber	6g

HEALTH CONCERNS/BENEFITS

Excess sodium affects integrity of blood vessels, increases blood pressure, and risk of kidney disease

Helps balance body fluids and send nerve impulses

Excess cholesterol affects blood flow in blood vessels and is linked increases risk for heart attack and stroke.

Needed to make hormones (e.g. estrogen) and Vitamin D.

Fiber lowers cholesterol levels, helps control blood sugar levels, aids in achieving a healthy weight. When digested, fiber feeds good gut bacteria that keeps many unwanted diseases at bay.

SECRET SOURCES

bread, cheese, and chicken

Shellfish, seafood, and chicken have the same amount of dietary cholesterol as beef.

potato, berries, oats, leafy greens, brown rice, beans

DID YOU KNOW?

Proportion of sodium intake:
80%: restaurant/processed
10%: naturally occurring
5%: home cooking/self-added

Your body makes all the cholesterol it needs and doesn't need it from food

For every 14 grams of fiber we consume, we decrease daily calories by 10 percent.