

01



Multigrain

What consumers think – this product is loaded with dietary fibres.

Reality – the product can have different grains but not necessarily rich in dietary fibres. Look at the dietary fibre content in the nutrition information table to make sure the product is really healthy.

UNDERSTANDING HEALTH CLAIMS ON FOOD PRODUCTS

Low-fat/fat-free

What consumers think – this product doesn't make me gain weight.

Reality – the product might be low in fat but this doesn't mean that it is low in kilojoules. Often food manufacturers add sugar, therefore kilojoules, to 'lowfat' products to keep the good taste.



02



03

SUGAR FREE

No added sugars

What consumers think – this product is sugar free.

Reality – the product may contain natural sugars, such as those found in dairy and fruit. Look at the ingredient list and the nutritional table to make the right choice.

Eat more natural foodsthanenergy-dense processed foods!

Look for these logos to be sure you're buying a healthy product.

Health organization endorsements

Reduced (i.e. salt)

What consumers think – this product is low in that particular nutrient.

Reality – on food labels, the word 'reduced' does not have the same meaning as low. It just means that the amount of the nutrient in the food has been reduced, but this can still be high.



04



Diabetes South Africa



THE HEART AND STROKE FOUNDATION SOUTH AFRICA



Frequent Foods GI FOUNDATION

05



Cholesterol-free

What consumers think – yes, I can eat it despite my high cholesterol level.

Reality – all products made with ingredients that are not from animals (e.g. dairy, eggs, meat) are naturally free of cholesterol so it doesn't mean they are healthy products.



Light or Lite

What consumers think – great! It's light and won't make me gain weight.

Reality – the food you are buying has only fewer kilojoules (usually 25% less) than a similar product or it is just light in taste or colour.



06



Western Cape Government

FOR YOU

Health



IS IT REALLY HEALTHY?

Concerns about food safety and nutritional values have both contributed to increase the amount of information currently available on food packaging.

Nutritional tables, ingredient lists and all health claims on food labels can be hard to understand and time consuming, but are important information to make better choices when deciding what food to buy.

Step 1. Read the INGREDIENT LIST

Ingredients are listed in order of **weight**: the ingredients used in the greatest amount are listed first, followed by those used in smaller amount. If, for example, sugar appears at the beginning of the list, you are buying a product with a high quantity of sugar.

Most common names for sugars: sugar, dextrose, malt dextrose, glucose, fructose, corn syrup, golden syrup, sorbitol syrup, honey, brown sugar, concentrated fruit juice, lactose.

Most common names for fats: animal fat, butter, vegetable fat, vegetable oil, lard, margarine, coconut oil, cream, cocoa butter, hydrogenated oils.

Most common names for salt: salt, monosodium glutamate (MSG) and words containing the term sodium or sodium nitrates.

This table shows you how much of each nutrient is in your food

100g: quantity of a nutrient in 100g of product. This value is the best to compare different products.

Per serving: quantity of a nutrient per portion, as indicated by the food manufacturer (Careful: this might not be the same amount you will eat!).

% NRV (Nutrient Reference Value): the minimum required quantity of nutrients per day for a healthy body.

Step 2. Read the NUTRITIONAL TABLE

Total sugar

This includes the sugar naturally found in the food as well as that added by the food industry. The recommended daily intake for sugar is 25g (6 teaspoons) therefore the product in the example is giving you already 30% of your total daily allowance. Generally, aim for less than 5g per 100g.

Total fat

High amount of saturated fats are associated with an increased risk of cardiovascular diseases. Less than 3g of saturated fat per serving is best. For oils, choose products with a higher amount of poly-and monounsaturated fats and use sparingly.

Sodium

A high amount of sodium (salt) can raise blood pressure and increases your risk of stroke, kidney failure and other diseases. The recommended daily intake for sodium is 2000mg or 5g (1 teaspoon) of table salt.

Vitamins and minerals

They are essential nutrients in a healthy diet. Try to get the most of these nutrients for the amount of calories. Check the NRV column to see how much of your daily need you are getting from one serving.

Dietary fibres

They can reduce risk of heart diseases, diabetes and certain type of cancers, and help weight control. The recommended daily intake should be between 20 and 35mg. The product in the example already provides you with half of what you require.



Nutrient	Per 100g	Per serving	% NRV per serving
Energy (kJ)	1400 kJ	560kJ	
Protein (g)	14.0 g	5.6 g	10%
Carbohydrate (g)	48 g	19 g	
Total sugar (g)	18.0 g	7.2 g	30%
Total Fat (g)	3.5 g	1.4 g	
Saturated	0.7 g	0.3 g	
Polyunsaturated	1.8 g	0.3 g	
Monounsaturated	4.2 g	0.6 g	
Trans fat	0.0 g	0.0 g	
Cholesterol	0 mg	0 mg	
Dietary fibre (g)	27.0 g	10.8 g	
Sodium (mg)	380 mg	152 mg	10%
Vitamins			
Niacin	10.0mg	4.0mg	25%
Vitamin B6	0.9mg	0.4mg	21%
Vitamin B12	1.6mg	0.6mg	26%
Minerals			
Iron	8.8 mg	3.5 mg	19%



For further information:
Website: www.westerncape.gov.za/wow
Email: wow@westerncape.gov.za
Phone: 021 483 6651

Facebook: WoW! WesternCape On Wellness
Join WhatsApp: Send your name & "join WoW!" to 066 390 6646.