

# Facts Up Front: Nutrition Facts Panel Simplified

According to extensive consumer research, shoppers want factual information about the products they purchase in an easy-to-read and easy-to-find format. They prefer to be trusted and empowered to decide for themselves what to eat and what to limit. Further, the Nutrition Facts Panel is a credible, government-regulated source of nutrition information.

Facts Up Front is a voluntary labeling system that takes the most important information from the Nutrition Facts Panel and places it on the front-of-package, allowing consumers to access the information they need quickly and easily.

- Facts Up Front shows calories per serving and information on three nutrients to limit in the diet: saturated fat, sodium and sugars.
- Facts Up Front labels may also have information on one or two nutrients that should be consumed as part of a healthy diet. These “encouraged” nutrients will only appear on a package if the product contains 10 percent or more of the daily value per serving of the nutrient and meets the FDA requirements for a “good source.”

**For more information about Facts Up Front, including consumer resources and an interactive label, visit [www.FactsUpFront.org](http://www.FactsUpFront.org).**

<b>Nutrition Facts</b>	
Serving Size 1 cup (244g)	
Amount Per Serving	
<b>Calories</b> 140	Calories from Fat 45
%Daily Value*	
<b>Total Fat</b> 5g	<b>8%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 30mg	<b>10%</b>
<b>Sodium</b> 410mg	<b>17%</b>
<b>Potassium</b> 1,000mg	<b>29%</b>
<b>Total Carbohydrate</b> 15g	<b>5%</b>
Dietary Fiber 2g	<b>8%</b>
Sugars 5g	
<b>Protein</b> 9g	
Vitamin A 20%	Vitamin C 0%
Calcium 20%	Iron 0%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:	
Total Fat	Calories: 2,000 2,500
Sat Fat	Less than 65g 80g
Cholesterol	Less than 20g 25g
Sodium	Less than 300mg 300mg
Total Carb	Less than 2,400mg 2,400mg
Dietary Fiber	300g 375g
	25g 30g

