


The following are label guidelines to lead you towards healthier choices. It doesn't mean products that don't fit into these guidelines should always be excluded, however reading labels and choosing healthier products is a great way to maintain a healthy well balanced diet.

The ingredients are listed in order of quantity used, from largest used to smallest used.

The serving size describes the size of a recommended serving. This can be confusing as often the serving size will differ between products. Therefore the 100g column is the easiest when comparing products and identifying healthy choices.

Weetbix Example		
Ingredients: Wholegrain wheat, sugar, Salt, barely malt extract, Vitamins, minerals		
Serving size: 30g		
	Per Serve	Per 100g
Energy (KJ) (Kcals)	444 106	1480 354
Fat - total (g)	0.4	1.3
- saturated (g)	0.1	0.3
Carbohydrate - total (g)	20	67
- sugars	0.8	2.8
Dietary fibre (g)	3.3	11
Sodium (mg)	84	280

100g column: is ideal for comparing and identifying healthy products. Use this column to check if the fat, sugar and fibre fit the healthy recommendations.


Total fat : Less than 10g per 100g.
Foods high in fat are high in calories, therefore if consumed in excess can lead to weight gain and obesity - a major cause of diabetes.

Sugar : Less than 10g per 100g.
Foods high in sugar are also high in calories. As well as contributing to an increased weight they can increase blood sugars in those with diabetes. Choose foods with reduced sugar and for drinks choose products with no sugar or as minimal as possible.

Kilojoules / Calories both of these units represent the energy content of the food (1 calorie = 4.2 kilojoules). It can be very hard and inaccurate to count your calories daily, focus on keeping your total fat and sugar low and the this will help control your calories / kilojoule intake.

Dietary Fibre: Dietary fibre is important and most New Zealanders don't get enough in their diets. Foods providing a good source of fibre help to reduce cholesterol, slow digestion and promote regular bowel function. Where possible try for products with greater than 6g of fibre per 100g.

Sodium: A high sodium intake can lead to an increased blood pressure which is a major cause of cardiovascular and coronary heart disease. The majority of our sodium intake comes from processed foods rather than the adding of salt at the table. Therefore it is important to choose foods low in sodium especially if you have an elevated blood pressure or heart disease. Choose products that are lowest in sodium, a rough guide is less than 500mg per 100g.

 Pick the Tick is a National Heart Foundation program which identifies healthier options. However as its focus is heart disease some products can still be high in sugar, although the tick means you are generally on the right track it still pays to always read the label yourself.