

Traps for Consumers:

Good source of energy:

- This just means it's high in calories

85% less fat

- This often means the manufacturer has reformulated the product to use mono or poly fats instead of saturated fats. That is good but don't think it means its low in fat.

Reduced fat

- This means it has less fat than the regular variety.
- It does not mean it is low in fat

Lite/light:

- It does NOT always refer to the calorie/energy content of a food
- It can mean the product is light in weight, flavour, texture or colour e.g. Lite olive oil
- It might only be claiming it is lower in calories, fat or sugar than the original product
- Check the label to make sure it's not high in fat, sugar or salt

Cooked in Vegetable oil

- Palm oil is a vegetable oil but is 50% saturated fat, it is cheap and has a high smoke point which means it is used in a number of packaged foods
- If the vegetable oil is not named then assume it is not good
- The manufacture will let you know if they are using better oils like canola, rice bran, olive or soy bean oils

Cholesterol Free

- This does not imply low fat
- Cholesterol only comes from animal fats, so a product which uses vegetable fats will still contain fat

Heart Foundation Tick

- The Tick highlights products that are often low in total fat, saturated fat, sugar and salt
- They often have higher fibre and calcium
- Manufacturers pay to have the tick on their packaging, therefore not every product that is eligible for the Tick will receive one.
- If your favourite product doesn't have a Tick, compare the nutrition label to one that does; just because something doesn't have a Tick doesn't necessarily mean it's not a good option.

Whole grain

- For a food product to be labelled whole grain it must retain the endosperm, germ and bran of the grain.
- The doesn't always mean it's the whole intact grain the grain may still have been milled, cracked or flaked

Low Glycaemic Index

- This is a term used to demonstrate how quickly a food is broken down and used in the body for energy
- Fat slows down digestion therefore foods high in fat can have a low GI e.g. chocolate
- If a product claims it is low GI you must still check the label to see if it is also low in fat, salt and sugar

Diet

- This usually means it is lower in energy than the regular product
- For example diet ginger beer has some sugar in it, but is lower in sugar than the standard ginger beer

Low salt or low sodium

- Contains less than 120mg/100g

Organic

- Any product can be labelled organic
- Check for the certified organic logo to make sure you are buying an organic product

No added sugar

- Natural sugars are still sugar-they provide extra calories and increase blood glucose levels
- A product with no add sugar can still be very high in sugar e.g. just juice 1 cup=5 tsp sugar

Fruit juice/Fruit drink

- Fruit Juice - must be made from real fruit, it can have up to 4% sugar added
- Fruit drink- only needs 5% real fruit

Weight Watches

- If you are not on Weight Watches there is no benefit from buying these products
- They are not always the best product as they can just be smaller portion sizes

Protein bars/powder

- Avoid
- They are high in calories, fat and sugar



Meat

Lean – cut fat off BEFORE cooking or will absorb into meat when hot
Mince – more speckled, more fat
Sausages – ONCE per week. Filled with breadcrumbs, fat, processed meat



DAIRY

Spreads- Buy cheapest. All close.

Cheese Edam
25% Mild
Colby
Then tasty
35%
Cottage Cheese

Yoghurt Sat fat <2gms
Sugar <10gms

Meadow Fresh Live Lite a good choice

Milk

Blue Top 3 12
Lite Blue 1.5 6
Green 0.5 2/3

1glass a day over a year =Block Of butter

Fruit and Vege

To be treated as a Carb: Potato
Kumara
Corn
Yams

Avocado – no more than ¼ (good fat but still fat)

Never go shopping when hungry
Have a mint or brush your teeth
Take a list and stick to it
Buy for a week – the more often you go the more often you slip in treats
Avoid shopping from the ends of the aisle – not always the cheapest (just bulk stock)
Avoid aisles you do not need

CEREALS

Grab the one you eat most/like to eat
Fat <10gms
Saturated fats <2gms
Sugar <15gms (no fruit)
<20gms (Fruit)
More fibre/more filling >5gms
(maintains blood sugar levels)

BEST CHOICES: Weetbix. Rolled Oats.

FRUIT JUICE NOT fruit drink – very little fruit

30% 5%

MUESLI BARS – marketed to children
Some just the same as

chocolate
Handy to have but choose

wisely

Best choices Quaker Bar
Trail Bar
Weight Watchers

CHIPS – marketing ‘lite’ etc
Fat less best

Why not add POPCORN

SPREADS

Peanut Butter 50% Peanuts
Jams 50% Fruit

Crackers – keep an eye on sodium

Best choices Vitawheat
Ryvita
H & P Wholegrain crackers

Tinned fruit – in juice only

Baked Beans – awesome legume 1 vege serve

BREAD - Most grains you can afford
Salt - <400gms
Fibre >5gms

OILS – spray best for portion control
Buy bottle from \$2 shop then fill with cheapest

MAYO – Best Foods – go LITE version
70% fat (2/3rds of jar) vs
30% fat (1/3rd of jar)