

# Misleading Food Labels

## Is it really as healthy as it sounds??

Is it healthier if it says it is *'made with real vegetables or fruit'*?

**NOT ALWAYS**

**Examples:** breads, fruit beverages, pasta, chips, fruit snacks



**So why aren't they always the best choice?**

- Sometimes they have very little vegetables or fruit added.
- The rest of the product may still be high in sugar, sodium and/or fat.

If a food product says it is *'made with whole grains,'* does that make it a healthy choice?

**NOT ALWAYS**

**Examples:** breakfast cereals, breads, chips, cracker snacks.



**So why aren't they always the best choice?**

- Sometimes only small amounts of whole grains used.
- The rest of the product may still be very high in sugar, sodium and/or fat.
- To find a better grain product, choose one that has more fibre, lists a whole grain as the first ingredient, and does not have sugar as the first or second ingredient.

Is a *'low fat'* or *'fat free'* food product always a better choice?

**NOT ALWAYS**

**Examples:** ice cream, yogurt, gummy candies.



**So why aren't they always the best choice?**

- Often when the fat is removed, more sugar and other flavourings is added.
- May also be low in other healthy nutrients.

If a food product claims to be *'All Natural,'* does that mean that it is *'all good for you?'*

**NOT ALWAYS**

**Examples:** deli meat, chips, pop, fruit beverages.



**So why aren't they always the best choice?**

- The only requirements for a product to be labeled as 'all natural' is that it not contain added colours, artificial flavours, or synthetic substances.
- Therefore, products that are full of preservatives like sodium or have high fructose corn syrup can be considered "all natural."



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