

# Session 7

## HANDOUT

Ignore the hype on the front of the package. This part of the label is designed by the food processor's marketing and advertising departments. It will contain whatever trendy words will help sell the product.

### *FAT-FREE!*

Some fat-free labeled foods may be 50%, 60%, or in some cases 100% fat and they say "fat-free" on the label!

A can of "fat-free" cooking spray. It usually says on the front of the container, "for calorie free and fat free cooking." If you turn the can around and examine the FDA regulated nutrition label, you'd find that there are zero calories per serving, zero calories from fat. The question becomes, if there aren't any calories . . . what in the world is in that can? That's when you look at that tiny print on the ingredients panel. You'll find that the only significant ingredient in that can is vegetable oil, corn oil, or canola oil, foods that get 100% of their calories from fat! Yes, the fat free cooking spray is 100% fat!

HERE'S HOW - . The law says, "if there's less than half a gram (.5 g) of fat in a serving (remember those words, "in a serving") a food can be labeled fat free. The catch is, nobody regulates what the food companies refer to as a serving size.

If you go back to the tiny print on that spray can, you'll find that a serving is equal to two-tenths (2/10) of a gram. Is there less than half a gram of fat in a serving? Of course. There's less than half a gram of anything in a serving that's .2 grams in its entirety. This loophole allows the cooking sprays, pure fat, to be labeled fat free.

The same is true of the fat free butter spreads, the fat free butter substitutes, and the fat free liquid butter for popcorn.

### *SUGAR-FREE*

Some foods are labeled sugar free although they have as much sugar as a chocolate chip cookie. They just fail to include the actual word sugar on the ingredient list but instead USE glucose, fructose, corn syrup, sweetened condensed milk, dextrose, etc.

There are cookies being sold that says right on the front label, "Sugar FREE, Sweetened with fructose." **That means "sugar free sweetened with sugar."**

Then there are the sugar alcohols such as sorbitol, malitol, and glycerol which by law do not have to be listed as sugars on the nutrient panel. A snack bar might say "Sugar Free" and list glycerol (or glycerine) on its ingredient panel. Sugar alcohols do affect blood sugar and can spike insulin levels limiting fat release and leading to greater accumulation of bodyfat.

They do have fewer calories than regular sugars, but they are not as sweet, so in order to sweeten a food with a sugar alcohol, you have to use more than you would sugar. The catch here is, the FDA hasn't categorized sugar alcohols as sugar which is why a label panel might say 26 grams of Carbohydrates, only 4 grams of sugar. You have to wonder where the other 22 grams of carbohydrates came from? If you find sugar alcohols in the ingredients, you have your answer.

### *NO CHOLESTEROL*

As you stroll down the supermarket shelves, you'll find pastas, vegetable oils, and rice labeled "No Cholesterol." That sounds good and creates a perception that a given food is somehow healthier than the brand sitting next to it on the shelf. Here's the interesting part. Pastas, vegetable oils, and rice never contain cholesterol. Cholesterol is found in animal products!

**Here are a few final food facts that might prove surprising:**

- **Aunt Jemima's Frozen Blueberry waffles** don't contain any blueberries at all! The bluish things are dried apple parts treated with food dye.
- **Quaker Instant Oatmeal Fruit and Cream Variety** comes in strawberry and blueberry flavors. The strawberry version doesn't contain any strawberries, the blueberry version doesn't contain any blueberries.
- **Betty Crocker Stir & Bake carrot cake** . . . doesn't contain even a shred of carrot.